



PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLI, No. 9

NEW YORK, MAY 29, 1930

10c A COPY

MUTUAL UNDERSTANDING ... that grows

"A perfect understanding by the public of the management and full scope of the Bell Telephone System can have but one effect, and that a most desirable one—a marked betterment of the service."

THIS OPENING SENTENCE from the first advertisement ever published by the American Telephone and Telegraph Company sounds the keynote of all the advertising which this organization has done during the past twenty-two years.

The Bell System, owned by more than 475,000 stockholders, is a creative institution dependent not alone on technical achievements, but on the co-ordinated efforts of hundreds of thousands of trained workers.

More than half of the three and three-quarter billion dollar plant has been constructed within the last five years. Nearly 900,000 telephones were added last year; the average yearly growth is in the neighborhood of 800,000.

Every Bell System advertisement today is planned to increase the public's understanding of the System's aims and workings. Some of them interpret the structure and functions of the System as it affects the general public. Others explain the special advantages telephone service holds for business men, women in the home, farmers, and overseas travelers. Each element of the public is reached, through appropriate mediums, with messages adapted to its particular interest in telephone service.

N. W. AYER & SON, Inc.

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA
New York Boston Chicago San Francisco Detroit London



... but

Mrs. Jim Rural

is buying



NO business depression in AGROPOLIS. When Mrs. Jim Rural goes "shopping"—she buys. Her pocketbook contains cash—and she spends it.

The Mrs. Jim Rurals and their families—the progressive citizens of rural America—are busy making a 10 billion dollar income. Spent 85 millions more last year than they did the year before. And 1930 will beat that. Urban America is buying more farm-grown staples. Therefore farm incomes are not shrinking. And folks in AGROPOLIS spend

their money to buy what you sell. Their response to advertising is quick. The printed page has been a "shop window" to them for years.

Mrs. Jim Rural's house has the same conveniences—telephone, radio, kitchen and bath—that you know. Talk to her—and the whole family—in the "newspapers" folks in AGROPOLIS read—the Standard Farm Papers—eight non-duplicating, carefully read papers that reach 2,000,000 progressive farm houses.

*Your sales problem is national—but your dealer's is always local—
The Standard Farm Papers meet both!*

The Nebraska Farmer
Wallace Farmer and Iowa Homestead
Prairie Farmer
The Farmer-Farm Stock, & Home,
St. Paul

The Progressive Farmer
Hoard's Dairyman
Breeder's Gazette
The American Agriculturist

The STANDARD FARM PAPER UNIT

One order—one billing

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue
CHICAGO—C. L. Burlingham, Western Manager, 400 West Madison Street
SAN FRANCISCO—1112 Hearst Building

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLI

NEW YORK, MAY 29, 1930

No. 9

Exit the Sales Manager—Enter the Profit Manager

Profit Records—Not Sales Records—Must Be the Concern of the Head of the Marketing Division

By J. K. Macneill

Sales Manager, Wachusett Shirt Company

[EDITORIAL NOTE: Until May 15, Mr. Macneill was sales manager of Hewes & Potter, Inc., manufacturer of Spur Ties. This article was written before he assumed his present position.]

THERE can be only one legitimate reason for the existence of any business house—the making of adequate profits. By adequate profits I mean a figure in excess of 6 per cent on invested capital, because a profit that falls short of that point is not large enough to justify entrance into, or continuance in, business.

It is the responsibility, therefore, of the selling corporation to market its products and maintain a ratio of profit that is consistent with the risks involved. This is a plain elementary economic truth such as we all learned back in school. I mention it here because business has become so complex of late that many of us have forgotten it. Certainly the facts would seem to indicate that for a great many years now, volume of sales has been the goal of American business rather than percentage of profit. The main trouble is that we have all more or less unconsciously slipped from a period when a certain amount of sales inevitably meant a certain amount of profit, to a newer period when sales arrive at the profitable stage only when guided there.

The principal individual in the marketing function has been and

still is the sales manager, so-called. Unfortunately for many businesses, this individual runs altogether too much to type. He is happiest when he is breaking records. He regards it as almost a disgrace if he sells less this year than last. He only tolerates the credit department and tries to dominate the production end. He is ultra-enthusiastic and proud of his sales force that makes its quota each year. His literature consists largely of books and publications containing stories of plans to increase sales.

He is interested in profits, yes, but if they decrease while his sales are increasing that's not his worry. He's done his share; let the factory get busy and cut out some overhead costs. He is not altogether to be blamed because he is, to a certain extent, the product of a school. He has been hired to get business or to manage those who can get business. He worships the big order, often overlooking its cost, and gathers the new account to his bosom, whether it is profitable or not. He has been taught to believe that it is the general manager's job to see that the company made money, not his; he has experienced uncomfortable moments "on the carpet" when sales fell off and there is, therefore, little wonder that his viewpoint is what it is.

The last five years have wit-

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nessed many changes in distribution. There is no need to recount them here; they are known to everyone. Suffice it to say that it has become much more difficult to make a profit on operations in most lines than ever before. Roger Babson and other students of business trends have pointed out time and again the surprisingly small number of corporations that are making profits today in relation to the number that are in business.

Those that are making money are the ones that have adjusted their plans, policies and personnel to meet changed conditions. They regard sales accounting and budgetary control as more important than convention oratory. They have replaced 100 per cent distribution with selective selling and have applied scientific production standards to distribution methods.

They have placed new demands on the sales manager. Although not called so in fact, he has in effect, become a profit manager. He is required to make sales at a profit, not just to make sales. He is, or should be, hired, judged and compensated for the profit he makes for his employer. It seems almost superfluous to state an elementary fact like that, but nevertheless there are probably thousands of concerns today that give their sales managers and salesmen increases in compensation on no other basis than that they have made an increase in sales. More and more are turning toward the profit idea, but until the great majority do we shall continue to have with us this so-called profitless prosperity with its price cutting, special discounts, cut-throat competition, high distribution costs, specially made "sale" merchandise, unemployment, and many other attendant evils.

Let us take a look at some of the ways the sales manager can make profits. From the standpoint of everyday distribution of his merchandise, he has four simple but fundamental factors which influence profits. They are:

1. The merchandise and its price.
2. The branch warehouse or its equivalent.
3. The salesman.
4. The dealer.

It is assumed that there is an efficient system of costing the product. Every firm must know in advance what it costs to manufacture, what it requires for a gross profit and what it must sell for. The first rule for making profits therefore is: Sell the product uniformly at its established price.

Forget that big order that shaves the price and reduces the profit to microscopic dimensions. When there is too much of that business on the books, the loss of one outlet alone is too serious a risk and there is always the temptation to cut further rather than lose the business. It can be done. I know it because I have the very good fortune to be associated with a firm that has made profits consistently for over forty years in good times and bad through its policy of one price and one basis of terms to all. Some business is sacrificed, of course, but what earthly good is it?

There are all sorts of merchandising schemes afoot today and the sales manager who attempts to meet all competition in his line is going to get himself into hot water very quickly. There are firms that give away a dozen units for an order of a gross of units. There are those that ship merchandise without order, accompanied by a letter and sufficient postage to return what is left unsold after a certain period. There are those that will take the value out of their merchandise to meet a price, and there are always with us the plain everyday price-cutters. There may be times when there is justification for any or all of these practices, but the sales manager who is faced with these forms of competition and tries to meet them with his own product is going to have a difficult job keeping out of the red.

The second leak is the branch warehouse. I say that although I realize that on this point businesses differ. I do know though that in a great many lines the

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CHANGING TIMES



BILL NEVIN has been marking time, or rather the lack of it, for about a week. "She was a good old clock for a long time, Mom," he says, "but she's sure ticked her last tick now. Since we're in the market, why not look at some of these new electrics? There's a whole line-up down at Simmons' Shop. The kitchen designs are wows; you never have to wind them, and you're always sure of correct time." . . .

And so Bill rattles on, building up a sale—for somebody. If he seems at times almost over-eager to sell his family on new things, better ways, it's merely the outward expression of his pride in the family progressiveness. Day after day, consciously or unconsciously, he plugs for

modern merchandise. And his folks listen, resist sometimes, weaken, buy!

Of more than 700,000 regular AMERICAN BOY readers, 85 per cent are of high-school age or older. Modern-minded, man-sized. Their opportunities for exerting sales-pressure are infinite. And their natural alertness and open-mindedness make them valuable allies for any manufacturer whose product is up to the minute and up to snuff.

Cultivate their support. Advertise to them in their favorite magazine. August forms close June 10th.

The YOUTH'S COMPANION
combined with
American Boy Founded 1827
Detroit Michigan

branch office is a snare and a delusion. Often opened and maintained through the insistence of salesmen anxious to increase their volume through better local service, the branch will, in many cases, not stand the searchlight of an accounting to determine whether or not it is individually profitable. It usually ships small orders and they are expensive. It adds volume—but will the difference compensate for the extra expense of rent, salaries and salesmen's time spent loafing within its confines on the flimsy pretexts that they invariably create? One of the largest and oldest firms in the country in 1928 increased its profits measurably by closing some eight or ten of its supposedly essential branch houses. It's easy to put it on paper and—compare.

Our salesmen have never given us a moment's peace in the matter of opening up stock depots. If they only had a small local stock, they say, they could meet the quick deliveries of their local competitors. In every case where we have done this, we have experienced slight increases in business against which we had to check large expenses, inventory losses, and excessive returns of small lots of merchandise. The branch stock is one of those things that certainly cannot be continued for the sole reason that it has always been thought necessary. Make it account for itself.

The third selling factor is the salesman. So much has been said and written about this individual that there is little I can say that is new. However, I doubt if the majority of sales managers rate their salesmen as to profitability.

Most compensation rates are based on volume and the star with the highest figures is the white-haired kid in most organizations. But why? Shouldn't he be expected to contribute to the profit of the company also? All that is necessary is to guide his efforts along the lines of profits rather than volume. Pay him according to the amount of profitable merchandise he sells. Penalize him for the losses he incurs through returns of merchandise traceable

to bad selling, for lost time, for injudicious selection of outlets. Reward him for making his time count, for selling the greatest amount of profitable goods at the least expense. Get him thinking about the profit on each sale he makes. Give him cost figures so he can do this intelligently. Make him *really* responsible for his territory. It's not difficult. Any good accountant can lay out a simple budget for a sales territory.

And then we come to the fourth and last factor—the dealer. Here, again, the solution is easy of accomplishment if the will to do what is necessary is there. The sales manager should see that each and every dealer on his books has a profit standard set for him, and if the dealer fails to reach that standard, or in other words, is actually causing the company a loss on his year's business, then he should be cut off or else educated to the point where he becomes profitable. Again it requires no complicated set of figures to rate the dealer in terms of profit or loss. A continuous analysis should be kept on every dealer of:

1. Gross sales.
2. Returns and cancellations.
3. Net sales.
4. Gross profit on sales. (Seller's a.)
5. Number calls.
6. Cost per call.
7. Profit per call.
8. Interest on annual overdues.
9. Net profit. [4 minus (5 x 6 plus 8)].

One year's analysis of the entire list of accounts will quickly reveal the weak spots and frequently the supposedly large and profitable account will turn out to be a losing proposition. This analysis, at the very least, gives the necessary information so that efforts can be directed toward building up the losing accounts into profitable ones, or failing this, eliminating them altogether. Such information should be made readily available to the salesman so that he, too, can determine not alone whether he is profitable, but also whether his customers are. The sum total of the company's profits is arrived at by adding up a list of smaller profits in much the same manner

(Continued on page 136)

65,000 shopped in 1 day at Ward's New Department Store in Des Moines



*Extract from letter
of A. Grossman, Des
Moines manager
Montgomery Ward
& Co.*

"For our opening day, Saturday, our advertising appeared in the Friday morning Register and Friday evening Tribune. It so completely covered the trading population of the Des Moines shopping area that by actual count 65,000 people entered our store on Saturday. This, of course, indicates that both the city and out of town districts were equally well represented in our total shoppers.

"In the writer's long experience in retailing, he has never encountered such an ideal advertising situation where two newspapers under one management give such complete coverage."

Des Moines is the only sizeable city within a radius of a three hour motor car trip. In all of the central two-thirds of Iowa two out of three families read

The Des Moines Register and Tribune

Only ten cities in the United States have a daily newspaper with as large a circulation as The Register and Tribune — over 240,000 daily.

J. Walter Thompson Company

Through six strategically located offices in the United States and sixteen offices in other countries which cover Europe, North and South Africa, South America, India and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 1,418,000,000



NEW YORK • *Graybar Building* • 420 Lexington Avenue

CHICAGO • 410 North Michigan Avenue

BOSTON • 80 Boylston Street

CINCINNATI • *Chamber of Commerce Building*

SAN FRANCISCO • *Russ Building*

LOS ANGELES • *Petroleum Securities Building*

★

MONTREAL • *Dominion Square Building*

★

LONDON • *Bush House, Aldwych, W. C. 2*

PARIS • 12 Boulevard de la Madeleine

MADRID • *Plaza del Callao, 4*

STOCKHOLM • *Kungsgatan 39*

COPENHAGEN • *Axelborg*

BERLIN • *Unter Den Linden 39*

ANTWERP • 115 Avenue de France

WARSAW • *Czackiego 17*

★

ALEXANDRIA • 27 Rue Cherif Pacha

PORT ELIZABETH • *South Africa* • *Netherlands Bank Building*

★

BUENOS AIRES • *Argentina* • *Avenida R. Sanenz, Pena 636*

SAO PAULO • *Brazil* • *Praça Ramos Azevedo 16*

★

BOMBAY • *India* • *Shaw Wallace Building, Ballard Estate*

★

MELBOURNE • *Australia* • 145 Collins Street

SYDNEY • *Australia* • *Asbestos House, 65 York Street*

★

LATIN-AMERICAN & FAR EASTERN DIVISION

New York Office

Advertising a Ticklish Subject

The Georgia Power Company Uses Newspaper Space to Plead for Fair Verdicts in Accident Suits

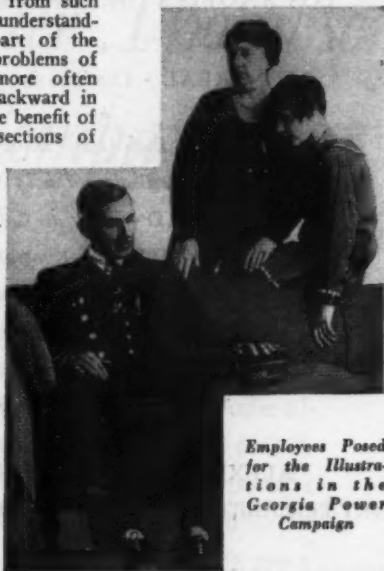
THE operators of street railway lines have always been up against the problem of too many damage suits. While many such suits of course are justified, there are many others which are entered into mainly because of the ease with which the public thinks money can be collected from such companies. The less understanding there is on the part of the general public of the problems of such companies, the more often juries will lean over backward in giving every plaintiff the benefit of the doubt. In many sections of the country the street railway company is not cordially liked by the public, so that in many a damage suit before a jury it does not get an even break.

But the whole question of public fairness in such cases is a difficult one to face. Last year the Georgia Power Company tried a few experimental pieces of copy* and a short time ago launched a complete newspaper campaign as a result of the previous experiment. The copy used runs across five columns in eight-inch space, and appears in most cities and towns where street cars run, in the territory served by the company.

It is human-interest copy directed specifically to plain folks. In one piece of copy an old-time motorman is shown talking to a young man who has just come to work for the company, advising him to be careful all the time. He won't have an easy job, the old-timer tells him because he will have to "outguess a lot of careless folks and a lot of reckless

auto drivers who will cut in in front of you and dart out of side streets without warning."

Then the veteran goes on to tell how 600 of the company's own employees were hurt in accidents in 1924 and that by working for more safety that number was cut



Employees Posed for the Illustrations in the Georgia Power Campaign

to seventy-six last year. "Just seventy-six accidents in a whole year in a company with 5,000 employees running street cars and handling high-power electric wires and doing other dangerous work."

The last sentence in this particular piece of copy says: "When you sit on the jury we ask no special favors for the trainmen, only a fair, unprejudiced hearing."

The average jury, of course, is drawn from the friends and neighbors of the conductors and other employees. It seemed obvious to the company that the sort of copy which would make the trainman

* See "Prejudiced Jury Is Target of Street Car Company's Campaign," PRINTERS' INK, June 20, 1929.

Thorough Trading Area Coverage Through One Newspaper!

How Department Stores Sell Milwaukee!

MILWAUKEE department stores have shown the way to hold 1930 sales at the 1929 level. They used 157,264 more lines of advertising in The Milwaukee Journal during the first four months of 1930 than in the corresponding period of 1929.

As usual, The Journal carried almost twice as much advertising in this classification as the other *two* Milwaukee newspapers *combined*!

Such pronounced preference for The Journal by advertisers who daily check selling effectiveness is proof that this newspaper is the one big sales producer in the Milwaukee-Wisconsin market.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

National Representatives—O'Mara & Ormsbee, Inc.

New York—Chicago—Detroit—Los Angeles—San Francisco

Read by More than Four out of Five Milwaukee Families!

read and digest his own company's advertising, should have considerable effect on his conversation with his friends and his own reactions to the criticisms of the company which might come up from time to time in conversation.

The advertising had an interesting double kick. In addition to its effect upon the outside public, it has had a distinct effect upon the morale of the organization because of the way it was planned. In the illustrations all the characters have been drawn from the employees of the company. In one piece of copy, for example, a motorman, home from his work, is shown in the photograph talking to his wife and daughter. He is saying: "Nearly had a bad accident today. We were running along peacefully as you please, then here comes a man in a yellow roadster driving like he was going to a fire. Before I'd hardly had time to see him, he whizzes past my street car and cuts over on the track right in front of me. And down there just a few yards ahead of us was another auto standing at the curb with some children sitting in it. Well, I saved them all right, but if I'd been just a few seconds slower in slamming on the brakes, there would have been a smash-up sure as anything."

Then he tells some other experiences and points out that it is avoiding reckless drivers every day which wears him out by the time night comes.

The man shown in the photograph who is saying these words is motorman 206. He was asked to read the copy to his family before he posed for the illustration. The professional photographer said to him: "Now, you see you are supposed to have just come off your run of dodging wild automobiles all day long." "That's no joke," said the motorman, "I just did."

The droop of his head, the position of his hands and feet were so natural he didn't require any posing at all. The other two figures shown in the picture are actually the wife and daughter of motorman 206. He had put on his best uniform for the occasion, his fam-

ily had dressed for the part and all of them were mighty pleased when they saw their pictures which ran in papers throughout the State. On every piece of copy there appears a statement signed by the president, in which he speaks of the fairness of the people of the State of Georgia and also some such tie-up as this: "In ordinary fairness, isn't the trainman's habitual carefulness deserving of your consideration when you sit on the jury in a damage suit case? This company will pay, voluntarily, any just claim against it. When we go into court to resist a claim, it is because we honestly believe the claim is not just or the amount asked is excessive."

In this homely direct copy addressed to the people who sit on juries and who vote, this utility company has proved that even so ticklish a subject as this one has always been can be faced with paid advertising.

It offers one more indication of the power of advertising to perform many valuable services in addition to that of selling merchandise.

Join Griswold-Eshleman Agency

Richard Bandelow, formerly with The H. K. McCann Company at Cleveland, and, at one time, a free-lance artist, has joined the art department of The Griswold-Eshleman Company, Cleveland advertising agency.

F. E. Gymer, formerly assistant advertising manager of the Cleveland Trust Company, has also joined the Griswold-Eshleman agency as an account executive.

Woodbury's Facial Soap to Lennen & Mitchell

The Andrew Jergens Company, Cincinnati, has placed the advertising account of Woodbury's Facial Soap with Lennen & Mitchell, Inc., New York advertising agency. This agency is now working on a campaign for that product to begin in September issues.

American Molasses to Ewing, Jones & Higgins

The American Molasses Company, New York, Grandma's old-fashioned molasses and Grandma's Lassup, has appointed Ewing, Jones & Higgins, Inc., advertising agency of that city, to direct its advertising account. Magazine, newspaper and radio advertising will be used.

How Local Advertisers Use Space in Detroit

The proportion of retail advertising appearing in The Detroit News and other Detroit papers in 1929 is shown in the circle below.



CONSENSUS of opinion in the purchase of advertising space is a valuable guide. Though specific cases may demand a departure from the general rule it is nevertheless a fact that local users of newspaper space are shrewd buyers. In Detroit the local buyers of display space chose to use 52% of all their advertising in The Detroit News, three other papers dividing the balance. Such overwhelming preference is based, of course, on the soundest of reasons—returns in the cash register, and that is due to the wonderfully thorough coverage of The News in Detroit. Using The News week days and Sundays enables the advertiser to reach 4 out of 5 Detroit homes taking any English newspaper. It has 66,000 more weekday circulation than any other Detroit newspaper and the least duplication. Use of The News, alone, enables one to employ larger space and obtain adequate coverage of the Detroit field at reduced cost.

The Detroit News

THE HOME NEWSPAPER

New York Office:

I. A. Klein, 50 E. 42nd St.

Chicago Office:

J. E. Lutz, 180 N. Michigan

400,000 Sunday Circulation—340,000 Weekdays

.. IN THIM POSSIBLER

- Here is the department store advertising situation in Chicago.

The Chicago Daily News carries more than 34 per cent of all the department store advertising placed in Chicago newspapers . . .

No other Chicago newspaper, daily or Sunday, carries more than 16 per cent of that total.

THE CHICAGAI

**Advertising
Representatives:**

CHICAGO
Home Office
Daily News Plaza
Tel. Dearborn 1111

CHICAGO ME NE
NEW YORK
John B. Woodward
116 E. 42nd St.
Tel. Ashland 277
DETROIT
Ch R. Sec
41 Gener
Stors Bld
Empire 7

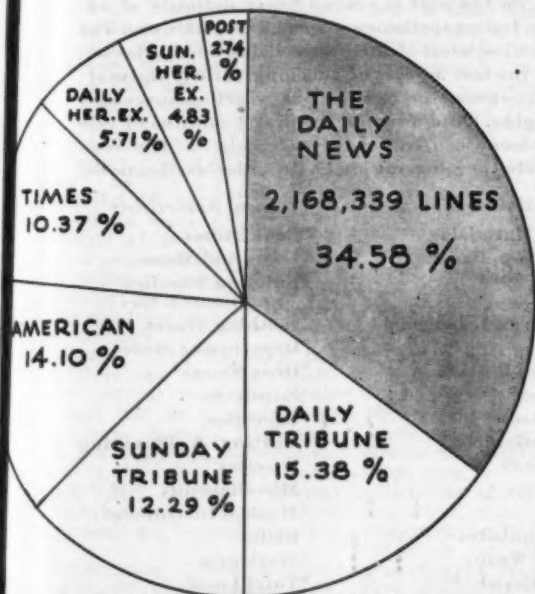
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ment store lineage in Chicago newspapers for first four months of 1930

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ICAG ME NEWSPAPER

YORK
woodward
42nd St.
land 277

DETROIT
h R. Scolaro
41 General
ctors Bldg.
Empire 7810

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st
Nat'l Bank Bldg.
Tel. Douglas 7892

ATLANTA
A. D. Grant
711-712 Glenn Bldg.
Tel. Walnut 8902

The 100 up of American Cities

Making it a perfect 36!

Each year, for the past 35 years a heavy majority of advertisers in Indianapolis newspapers have entrusted The News with all or most of their advertising appropriation. In each of the last 3 years of this long period, the margin of advertising preference has reached successive record heights. And now for the first 4 months of 1930 . . . the 36th consecutive year of leadership . . . The News again leads in the following Media Records classifications:

National Advertising

- *Building Materials
- *Electrical Appliances and Supplies
- *Footwear
- *Furniture and Household
- *Groceries
- *Hotels and Resorts
- *Men's Wear
- *Miscellaneous
- *Office Equipment Publications
- *Radio
- *Tobacco
- *Toilet Requisites
- *Women's Wear
- *Total National

Local Advertising

- *Book Stores
- *Boots and Shoes
- *Building Supplies and Contractors
- Clothing Stores
- *Department Stores
- *Drug Stores
- Furniture
- *Groceries
- Heating & Plumbing
- Jewelers
- Miscellaneous
- *Musical Instruments
- Radio
- *Stationers
- *Total Local

*In these classifications, The News, in 6 issues a week, carried MORE space than both other papers combined, with 13 issues a week.



The
INDIANAPOLIS NEWS

sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

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*"Ar
Solution
Nichols

The Solution to Over-Production —Cut Out the Over

It's a Question of Disposing of Mass Production Efficiently and Effectively

By C. W. Neumeister

THERE is only one flaw in the ointment which Mr. Nichols* recommends as a cure-all for over-production: It won't work.

The reason why it won't work is very simple. It is based on wrong premises.

How can manufacturers apply themselves to "the ruthless task of putting an indefinite number of thousands of inefficient retailers out of their misery" when the manufacturers do not control the retailers, cannot control them? By this I mean that 99 per cent of the manufacturers of mass merchandise are not selling to or supplying the retailer direct, but do so through the wholesaler. And the very fact that there are too many wholesalers just as there are retailers and that as a result there are always plenty of wholesalers who will supply the inefficient retailer if the other fellow won't, makes Mr. Nichols' thought, though beautiful in theory, absolutely futile and impossible in practice.

Furthermore, if the manufacturer should refuse to sell to those wholesalers there are always ways and means through brokers and other channels to obtain the manufacturer's goods, particularly so when the article is a mass product.

So long as it is in the economic order of things that every Tom, Dick and Harry is at liberty to open a retail store, irrespective of the economic laws of supply and demand, and irrespective of the

qualifications of competence and efficiency, you are merely wasting your time by trying to regulate distribution of mass production, because no sooner do you attempt to close up one leaky channel, than there will be another one with twice as many leaks.

Moreover, a restriction of retail distribution, unless carried out simultaneously by all manufacturers of that particular class of mass merchandise, would result in a restriction of some if not all of these manufacturers' sales, just the very opposite of what Mr. Nichols' particular manufacturer desires. (We will not even consider that such

certed action might constitute a conspiracy in restraint of trade!) To start with, therefore, I think Mr. Nichols has put the wrong question at the head of his article, thereby unwittingly befogging the whole issue.

If instead of asking, "Are company-owned stores the solution to over-production?" he had asked, "What is the solution to over-production?" the question would have supplied its own answer and Mr. Nichols would have had no material for an article. Because the only logical remedy to cure over-production is to stop over-production and produce only as much as the traffic can bear!

You cannot get more into a pint vessel than a pint. If all your guests can consume only a pint each, it is just as foolish to try to force more upon them than they can consume and digest, as it would be to try to pour more in a pint vessel than a pint, or to

MR. NEUMEISTER was until recently general sales manager of the Quaker Products Company, Philadelphia. He replies here to an article in the April 10 issue of "Printers' Ink" in which it was recommended that manufacturers faced with over-production weed out the inefficient retailers.

*"Are Company-Owned Stores the Solution to Over-Production," by G. A. Nichols, *PRINTERS' INK*, April 10, page 10

lay in more pint vessels for which there would be no use.

That, however, is exactly what we are trying to do by over-production.

Mr. Nichols says that "manufacturers and distributors in general if they saw fit to speak their real thoughts, would doubtless say that there are more retailers in business today than could be absorbed properly into the country's economic set-up for fifty years to come."

Well, why beat about the bush and confine this truth to retailers only? Why not go the whole hog and admit that if retailers saw fit to speak their thoughts they would say that there are likewise too many manufacturers and distributors for the retailers' own good as well as for the good of the manufacturers, distributors and the whole country's economic set-up?

I know I am liable to raise a big howl by this statement, but are we trying to kid ourselves or are we trying to get at facts? Can we get at facts by trying, ostrich-like, to hide our heads in the sand or keep on "passing the buck"? No problem has ever been solved by camouflaging, avoiding or ignoring its fundamentals.

Mass production is an economically absolutely sound evolution of industry and industrial endeavor.

Over-production is basically unsound and against all laws of economics and common sense as long as we have not yet reached that millennium where material values cease to be values.

An over-supply of a mass product means economic waste. Hence our high cost of distribution. Mr. Nichols is absolutely right when he says, in so many words, that over-distribution is at the bottom of the manufacturers' troubles. But it is not the only cause. Nor will it ever be remedied so long as we fail to distinguish equally between over-distribution and mass distribution as we fail to distinguish between over-production and mass production.

Over-distribution is just as economically unsound as over-production. And while we are about it

we might add that under-distribution is likewise economically unsound. In either case the result is uneconomic. However, it is over-distribution which invites destructive trade competition in a manufacturer's product more than anything else.

On the other hand, it is the manufacture of too many products of the same kind which creates and is responsible for over-distribution. Competition stimulates trade—yes, but only up to a certain point. Beyond that point it may still stimulate trade, but it also stimulates waste. Is trade at the expense of waste healthy or economically sound?

Originally the chains were thriving because they represented an economically sound mass distribution system. Are they still thriving for this sole and only reason or has in many cases the manufacturers' over- or waste-production something to do with it?

What constitutes waste? Is advertising an instance? (Don't howl, Mr. Editor, Mr. Publisher or Mr. Advertising Agent, we are merely raising questions in order to get at facts). Is not every sales stimulant a method of advertising and, vice versa, any method of advertising a sales stimulant? And where is the line of demarcation where advertising ceases to be an economic sales stimulant and then becomes not only wasteful in itself, but creates wasteful over-distribution?

Is an artificial stimulant to create business economically sound or unsound? For instance: Is the motor car industry erecting an actual or merely a fictitious prosperity by financing the consumer's purchase and then making him trade in his car with a new purchase before he has even completed the payments on his previous purchase? And is this financing and trading-in an artificial stimulant whereby that industry is piling up a house of cards or creating an endless chain? And how strong is the weakest link in that chain before it snaps?

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a grocery chain, but is it economically sound that it should be able to do so at a price which may result in the manufacturer losing his other established distributing outlets?

What are the causes of waste? Science tells us that friction causes waste, lost motion causes waste, overloading causes waste, underloading causes waste. At the same time we are told by science that the sum total of all force is a constant, that nothing is ever lost and that the accumulation of force at one end merely creates a shortage, void or vacuum at the other end at the expense of equilibrium, thereby indicating a wrong application of the law of equation. That is the reason why stabilization is one of the prime requisites of sound engineering. No engineer would dream of erecting a structure on empirical or rule-of-thumb methods or sheer guesswork.

Is not merchandising, in the last analysis, subject to the same physical laws as engineering? Then why will so many manufacturers follow scrupulously these laws of engineering in their factories and supinely disregard them in their merchandising? And if they have to disregard them or think they have to do so on account of the laws of the land, is it not time to bring these laws of the land into harmony with the laws of science?

If the individual right to freedom and an equal opportunity to all is an inherent guarantee of our Constitution, this guarantee should cut both ways—i. e., not only in favor of the consuming public, or the retailing public, but equally so in favor of the manufacturing and distributing "public" who are just as much part of the people as the others.

It seems to me therefore a very pertinent question and one of primary importance in connection with the whole issue, whether with our entry into the age of mass production, with the advent of branded goods, and at any rate so far as branded goods are concerned, the old theory that when a merchant buys and pays for a bill of goods they are his to do with as he

likes, can still be sustained and justified on sound logic and economics.

Is it not a fact that by selling a trade-marked brand cheaper than at its established or supposed market price a merchant is benefiting one class of the public at the expense (directly or indirectly) of another class of the public, viz., by demoralizing the market and thereby depreciating the asset which the good-will of the rest of the merchants represents to the manufacturer and without which good-will the manufacturer of a branded article could not function successfully in the long run?

The Real Problem

Here you have plenty of real meat for thought, in order to work out a solution to the real problem at stake, and which is not, "how are we to deal with overproduction?" but "how are we to dispose of mass production efficiently and effectively?"

I repeat, there is no other solution to over-production but to cut out the "overs." A temporary make-shift measure is no permanent solution. It would be no solution at all. For, even if we find foreign outlets for our surplus, there is bound to be a saturation point sometime somewhere. Let us therefore keep our feet on the ground and for the sake of this discussion stick to domestic mass consumption as our potential for mass production. The problem remains the same, whether applied to one market or to one hundred.

It is perfectly true (whether it is economically sound, is another question) that consumption can be forced. But it is an absolute fallacy to assume that only the sky is the limit and that it can be forced indefinitely. Because this would simply result in a total ignoring of the law of equation, which simply cannot be ignored, because our whole life, the entire cosmos, is dependent upon and subject to this law.

So I say again, let's keep our feet on the ground and not kid ourselves. The stock market showed us last fall what happens

when we keep on kidding ourselves.

For all I know, we may need a new "formula" for mass distribution after all, notwithstanding Mr. Nichols' well meant but impossible advice—impossible for the reasons cited above and which he has failed to take into consideration.

If, as Mr. Nichols' manufacturer says, "the plain fact is that we are producing more merchandise than we can profitably sell under the present scheme of things," then this can only mean one of two things: Either we are over-producing, in which case the remedy is simple, if painful, or mass production (as distinguished from over-production) and mass distribution (as distinguished from over distribution) require different handling methods from those we have been in the habit of following.

Such new and different methods would certainly call for the establishment and acknowledgment of new principles or formulas or platforms, call them what you like, upon which to base and carry out these methods.

Nor would there be any danger of what Mr. Nichols seems to be afraid of, viz., the likelihood of our stopping to think. On the contrary, just because we have stopped thinking far too long already makes now the time, if ever, to wake up and start thinking and keep at it. The chain-store formula—if, as Mr. Nichols asserts, it is a formula—certainly has not prevented the chains from thinking. They are doing a lot of thinking all the time, and if the retailers and wholesalers had done as much thinking as the chains, they would not be where they are today, nor, for that matter, would the manufacturers.

L. M. Hannum to Manage Spur Tie Sales

L. M. Hannum, for the last year sales promotion manager of Hewes & Potter, Inc., Boston, manufacturer of Spur ties, suspenders, garters, etc., has been appointed sales manager of that company. He was formerly sales manager of Whittemore Brothers, Cambridge, Mass.

Blackett-Sample-Hummert Appointments

Nate Caldwell, for the last five years engaged in radio program production in the Middle West, has joined the radio department of Blackett-Sample-Hummert, Inc., Chicago advertising agency. C. S. Ferris, formerly with the editorial department of the Blackett-Sample-Hummert Corporation, New York, has also joined the Chicago company, in a similar capacity.

B. J. Olsen, for the last ten years with the sales department of the Quaker Oats Company, Chicago, has joined the merchandising department of Blackett-Sample-Hummert at that city.

Humidifier Account to Charles Daniel Frey

The Doherty-Brehm Company, Minneapolis, manufacturer of the new Doherty-Brehm Humidifier for homes and offices, has placed its advertising account with the Charles Daniel Frey Company, Chicago advertising agency. General and class magazines, architectural publications and heating contractor papers will be used in the campaign, which is planned to begin in September of this year.

R. E. Boes with Phelps Agency

R. E. Boes, formerly assistant director of media of Advertisers, Inc., Detroit advertising agency, has been appointed director of media of George Harrison Phelps, Inc., advertising agency, also of that city. He was also formerly with the Burroughs Adding Machine Company and the Campbell-Ewald Company, Inc., both of Detroit, and at one time previously had been with the Phelps agency.

Appoint Hanff-Metzger

The Pacent Electric Company, New York, electrical phonographs and radio accessories, has appointed Hanff-Metzger, Inc., advertising agency of that city, to direct its advertising account.

The Pacent Reproducer Corporation, New York, manufacturer of talking motion picture equipment, has also appointed the Hanff-Metzger agency to direct its advertising account.

Outdoor Advertising Agency of America Elects Earl Gulick

Earl Gulick has been elected a vice-president of the Outdoor Advertising Agency of America, Inc., New York. He was for many years with the General Outdoor Advertising Company and the Poster Advertising Company.

G. B. Haig with Jam Handy Picture Service

George B. Haig, formerly Pacific Coast manager of MacManus, Inc., has joined the Jam Handy Picture Service, Inc., Chicago. He will direct contact work at the Detroit office.

IN NEW YORK

. . . where more manufactured products are sold annually than in any other single market anywhere in the world . . . the New York Evening Journal reaches every weekday more than 630,000 Metropolitan* homes. More than can be reached through the next two evening newspapers combined.

*Within the 50-mile trading area.

DOMINATE WITH THE EVENING JOURNAL

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

NEW YORK CITY Local Office
9 East 40th Street

CHICAGO
Hearst Building

DETROIT
General Motors Building

PHILADELPHIA
Fidelity Philadelphia Trust Building

NEW YORK CITY, National Office
International Magazine Building

ROCHESTER
Temple Building

BOSTON
5 Winthrop Square

PACIFIC COAST REPRESENTATIVE
H. N. Genger, 5 Third Street, San Francisco

RELATIVITY

A Merchandising Tool



If you don't think so, consider for a moment—success—profit—gain—your proportion, all are relative. To make an increase in any one of those factors today calls for the close and careful application of detailed market knowledge to localized sales problems.

The national picture is interesting as always, but relatively greater profit accrues if the utmost is gotten out of each localized campaign.

NEWSPAPER ADVERTISING

The Boone Man can be of great help to you in that latter connection in each of his ten great markets. Because he comes to you with a wealth of market data and yet is sympathetic to your particular situation you can expect tangible assistance from a discussion of your problems with him.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

CHICAGO
Hearst Bldg.

NEW YORK CITY
International Magazine Bldg.
57th Street at 8th Avenue

DETROIT
General Motors Bldg.

BOSTON
5 Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Washington Times
Wisconsin News (Milwaukee)

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

BASED ON SERVICE

**Using one newspaper
in Detroit
is like
dressing Primo
Carnera in
a suit belonging
to one of the
Singer Midgets.
Use
The Detroit Times
and one other
evening newspaper
and you are
certain of complete
coverage.**

"THE TREND IS TO THE TIMES"

Represented nationally by the **RODNEY E. BOONE ORGANIZATION**

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Opportunities for Advertising as Seen by Washington Officials

They Review Advertising's Achievements and Outline New Paths—
G. T. Hodges Succeeds C. C. Younggreen as President of
Advertising Federation of America

TWO members of the President's Cabinet, three Senators, two members of the House of Representatives and a number of executives from various Government bureaus addressed the sessions last week at Washington of the convention of the Advertising Federation of America. The thoroughness with which they discussed the use of advertising, commercially, politically and educationally, caused delegates to comment on the high degree of advertising-mindedness of official Washington.

Here are some of the things which, in the opinion of these leaders in Government, advertising can and should do:

Strengthen the efforts to find markets for the products of mass production. This should be done not only to maintain the payment of high wages to industry, but also to insure the payment of such wages all the year round. High wages fail to achieve their purpose if workers are employed on a part-time basis.

Undertake measures to eliminate the illiteracy which exists among ten to fifteen millions of people in the United States, thus enabling these people to be receptive to advertising messages.

Eliminate waste in order that goods may be advertised more economically, and relieve advertising from censure on that part of the public which may think that advertising places an unnecessary expense on the cost of distribution.

Develop an intelligent conception of such important movements

as are represented by the treaty pact resulting from the London naval disarmament.

Undertake, through educational copy, to do more effectively and more economically what is being attempted by huge expenditures in the work of enforcing the Volstead Act.

Play a more important part in the campaigns of candidates for political office.

While the Government was well represented and the program brought a number of leaders in political life before the delegates, these speakers were but a small minority of the more than 150 speakers who addressed the sessions. There were no instances reported of any speaker failing to be present. In the case of James J. Davis Secretary of Labor,

this honored guest took a train from his home in Pennsylvania at six in the morning to be present at the convention at noon, his mind still occupied with the election returns from the primaries of the day before which, when final returns came in, gave him the candidacy for Senator.

It was Secretary Davis who stressed the importance of advertisers maintaining markets so that the vast army of labor might continue to be customers of advertised goods. "We have accustomed ourselves to speaking of management and production," he said, "as if they alone account for the upbuilding of our economic structure. It is only now that we realize the importance of salesmanship and



Gilbert T. Hodges

our vast dependence upon it."

If we are to dispose of our mass production, he continued, there must be maximum employment. High wages are well in their way but not if men are hired only part of the year. The secret to continuous employment, he pointed out, is nothing more than a careful adjustment through the working year and the putting forth of every effort to stabilize demand. Secretary Davis expressed the hope that every element in the country would seize upon advertising in spreading a current of energy that will quicken every nerve in our vast business body.



G. H. Corey

Advertising received both censure and commendation from Dr. Ray Lyman Wilbur, Secretary of the Interior. His introductory remarks dwelt on the need for a full understanding of psychology in order that waste in advertising might be reduced. Advertisers must realize the wastefulness of their present methods, it was stated, wasteful because they do not as yet know the wisest and best ways to attack the mind.

Secretary Wilbur lodged another criticism when he said: "You are doing some things in the process of cultivating the sale of goods that are not in harmony with the beauty of our country. You ought to be able to discover methods to attract attention without blatant methods of doing it. I say that definitely to you because I think there is a little clean-up due in this field of advertising. You have got to face the music. You haven't done the right thing by this country in many ways and this country feels that you can do it if you want to."

He then urged that advertising consider plans for combating illiteracy, declaring that the millions who can't read or write are blind

spots. "What," he asked, "if you could get that ten or fifteen millions of people to want the things that the American merchant has to sell if they were able to read your advertisements? Isn't it worth while for those interested in developing markets to try to develop that market of 15,000,000 people right here in our own country that have wants that could be developed if they could read what those wants are?"

What is news and what is advertising, a question that rocks back and forth between advertiser and publisher, also is the subject of an interchange of opinion between publisher and political candidate. Representative Ruth Hanna McCormick, publisher of the Rockford, Ill., *Republic*, stated that it was the publishers of little newspapers who set her straight on the distinction between free publicity and paid advertising. A political campaign, she said, partakes largely of the character of advertising and the wise candidate makes full use of the advantages which it offers. Six per cent of the total amount spent during Mrs. McCormick's recent primary campaign, she said, was spent in paid newspaper space.

The question of labor and its relation to advertising again came up for discussion at a general session in a speech by Malcolm Muir, president, McGraw-Hill Publishing Company. If advertising can build up markets for new products and new services, he said, it can also be invoked to anticipate the forward step of labor-saving mechanization and to ameliorate the lag between the machine and the market, through comprehensive planning. There is one serious obstacle which hinders work in this direction, a lack of knowledge of employment conditions on which to base such plans. Full and accurate facts and forecasts are needed, Mr. Muir said, and he urged that a courageous demand be made upon the Government to face the situation and provide the knowledge of employment conditions that must be the basis of a cure.

Two of the general sessions started with luncheons, an idea

Magazine appraisal standards won't fit newspaper facts

Mass-and-class methods of appraising the value of advertising space are all very well in the field where they originated. It *would* be unusual, to say the least, to find *The Spur* and *True Story* side by side on a living room table.

Each of these magazines is built to the implied specifications of a certain strata of society.

Metropolitan newspapers of large circulation, on the contrary, are built to meet the requirements of *all* social levels. The more closely they conform to that formula the greater their circulations. *Only in a newspaper of extremely limited circulation* is it possible to find a preponderance of "class" readers or of the other extreme.

When newspaper circulations mount into the hundreds of thousands there cannot possibly be any marked difference between them *other than number*. In Chicago's evening field the Chicago Evening American leads with 569,167 circulation (A. B. C. Report, 6 months ending March 31, 1930), and the next paper follows with 458,223. The difference between those two figures is the only important difference to advertisers.

CHICAGO EVENING AMERICAN

A good newspaper now in its NINTH YEAR of circulation leadership in Chicago's evening field

National Representatives: Rodney E. Boone Organization

which was successful in getting large attendance. The high spot of the convention was the annual banquet which, in the opinion of veteran convention goers, was the brightest and largest in the history of organized advertising. Mr. Younggreen was chairman and Walter A. Strong, publisher of the Chicago *Daily News*, and chairman of the association, presided. Senator Pat Harrison revealed a keen



W. R. Ewald

sense of advertising appeal in his burlesque, "I Seen Your Advertisement," and Louis Wiley, business manager of the New York *Times*, as the last speaker, delivered one of his inimitable summaries, prepared on the spot with am-

munition from the remarks of the previous speakers.

When the delegates were not gathered in general sessions, they were in regular attendance at some one of the more than twenty departmental group meetings, or on their way from one meeting place to another. Here again official Washington participated. Senator Capper addressed the gathering of farm paper publishers, presided over by Fred Bohen, president, Meredith Publishing Company. Ambassador Davila of Chile and Ambassador von Prittwitz of Germany participated in a conference on international trade.

To Homer J. Buckley, president, National Council of Business Mail Users, there fell, perhaps, a topic which is most timely as it concerns advertisers and the Government. He discussed the progress of the bills now before Congress which would provide a charge for post office directory service. He urged the delegates attending a session of direct mail advertisers to use every means at their command to combat passage of this bill. "A strict application" (of this bill), he declared, "will penalize direct mail to

the extent of practically wiping out your business."

Broadcast advertising was discussed from a number of angles in two sessions which were presided over by Martin P. Rice, manager of broadcasting and director of publicity and advertising, General Electric Company. Two sessions also were devoted to a consideration of the problems of country newspapers. Earle L. Townsend, of *The Spur*, was chairman of the magazine departmental.

Some of the proceedings of these group meetings were reported in **PRINTERS' INK** of last week, and the activities of others are reported elsewhere in this issue.

* At the meeting of the American Community Advertising Association, Charles F. Hatfield was re-elected president and Don E. Mowry, secretary.

Echoes of the Denver convention of three years ago when Mr. Younggreen's supporters lost their fight for his election as president, were heard at the business meeting, last week, of the association. At Denver one of the most active opponents to Mr. Younggreen was the Detroit club and, recalling its attitude, W. R. Ewald voiced both an apology and a commendation. The administration of the last two years, it was stated, more than fulfilled every expectancy and the appreciation of members of the association was expressed in a resolution which paid tribute to the effort put forth on behalf of the association.

George B. Latham, of the Dallas club, asked what provisions could be made to assure representation on the board of directors for the South and West. He thought that every district should have representation. President Younggreen explained that this is one of the matters which the board has in mind and that plans for representation, probably through an advisory council, were under consideration.

Walter A. Strong, who continues as chairman of the board of governors, stated that the readjustment period of the association is past. He said that the Federation

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Nobody Knows

"Doing business without advertising," says some one or other, "is like winking at a girl in the dark. You know what you are doing, but nobody else does!"

When you want people to know what you are doing, printed advertising is a big factor. And this should be in keeping with the quality of your product.



Let's talk about it



MEDallion

3500

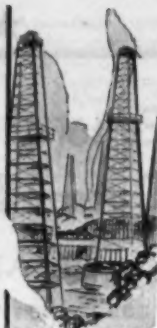
Charles Francis Press

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE

NEW YORK

ABOVE AVERAGE PROSPERITY MAKES IT EASY TO GET MAXIMUM LOW-COST RETURNS IN THE OKLAHOMA CITY MARKET



Four potent criteria lift Oklahoma City prosperity high above the average:

(1) General business

Oklahoma City and surrounding area continues to occupy a white spot on the Nation's Business map. Retail sales in 1929: \$160,000,000, an increase of \$10,000,000 over 1928.

(2) Building Permits

May was the thirty-third consecutive month in which Oklahoma City building permits totalled \$1,000,000 or over. She ranked eighteenth in 1929 (\$24,418,295) among all American cities; more than the individual totals for 27 states; 24% of all permits issued in the 20 principal cities in the Tenth Federal Reserve district.

(3) New Firms and Population

Three hundred and sixty-one new industries and businesses came to Oklahoma City in 1929, compared with 330 in 1928. Present population around 200,000, with a Chamber of Commerce estimate of 2,000 newcomers monthly.

(4) Oil Development

Oklahoma City has the greatest high gravity oil field in the world, with a potential value of a billion dollars. Today's payroll: 8,000 persons with \$15,000,000 yearly. May 21 figures: 243 producing wells, 13 gas wells, 309 drilling wells. Cost \$155,000 each to drill, or a total drilling investment of \$70,625,000.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The Oklahoma Publishing Co.
THE OKLAHOMA FARMER-STOCKMAN

Elkton Special Advertising Agency - New York Chicago Detroit Atlanta Kansas City Dallas San Francisco





Editorial BREADTH alone Doesn't Make a Magazine

**But, BREADTH is one
reason for the success
of NATION'S BUSINESS**

Founded to interpret every business to every other and government and business to each other, Nation's Business draws on authorities in many fields for its articles.

For instance . . .

Contributors to the May Issue include a French economist, a university professor, a small town editor, an advertising executive, a steel building manufacturer, a trade association director, an air transport president, a United States senator and a dozen professional writing men who speak with authority on a dozen subjects.

Definite evidence of the breadth of editorial interest.

NATION'S BUSINESS • Washington • DC



May 29

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represents an opportunity to serve advertising. "It was my own personal conviction two years ago, that the organization was dead on its feet," he confided. "What has since been accomplished is best illustrated in the effective convention just drawing to a close. Because of this demonstration," he said, "I would like to have recorded that the board of directors will go about its work with greater in-



Jeannette Carroll

spiration and a greater conviction of the value of the organization." He further stated that both the research and administrative divisions of the Federation are drawing together with one purpose, that of commanding the respect of the public through

the medium of a body representing all organized advertising, a body which, when it speaks, will speak with the voice of authority.

There was strong sentiment for the continuance in office of Mr. Younggreen but, as he announced, he felt that two terms were enough honor for any individual to receive from the Federation. Though he would not again be its head, as a member of the board he promised to continue an active worker in the interests of organized advertising.

New members to the board were elected as forecast in the preliminary report which appeared in *PRINTERS' INK* last week. The board met, following the business meeting, and chose as Mr. Younggreen's successor, Gilbert T. Hodges, of the executive board of the New York *Sun* and the Munsey Publications. He is well known to members of the Federation through his services, more particularly as program chairman at the Berlin convention last year, and as general chairman of the convention just closed.

George H. Corey, of the Cleveland Twist Drill Company and president of the National Indus-

trial Advertisers Association, was elected chairman of the committee on Departmental Activities, formerly the Advertising Commission. He succeeds P. F. O'Keefe, of Boston, who was elected a Federation director.

William R. Ewald, of Campbell-Ewald Company, Detroit, was elected chairman of the committee on Club Management, formerly the Board of Club Presidents. Both Mr. Corey and Mr. Ewald automatically became vice-presidents of the Federation.

A third vice-presidency was created by constitutional amendment and this office is now occupied by Jeannette Carroll, of the Providence club, who was elected chairman of the committee on Women's Club Management, formerly the Federation of Women's Advertising Clubs of the World.

Joseph H. Appel, of John Wanamaker, New York, was re-elected treasurer. T. F. Driscoll, advertising manager, Armour & Company, Chicago, was elected secretary, succeeding W. Frank McClure, of Albert Frank & Company, Chicago. The new president and secretary take office thirty days after adjournment of the convention.

A Congressional Slant on Utility Advertising

Continuous agitation by political demagogues and journalistic self-appointed saviors, activities which harass the public utilities, can be shown up for what they are, if the utilities champion their cause by intelligent use of advertising. This is the advice of Congressman Charles A. Eaton, of New Jersey.

His topic was, "What the Public Wants to Know." To give such knowledge, he suggested that utilities tell the public about the place which they occupy in the scheme of life, about costs, describe what lies back of research and management, and set forth the reasons for consolidations when these take place.

"The public also ought to know why the utility usually is a monopoly and ought to be," Mr.

Eaton declared. "The public ought to know what its public utilities are, how they came to be what they are, how they are carried on, what their relation to Government and the consumer is, and the why and wherefore of costs and charges."

"Why don't utilities advertise more extensively than they do?" In asking this question, Edwin S. Friendly, business manager of the



I. M. Tuteur

New York Sun, ventured to inquire if the reason is because in many instances the utilities have a monopoly in the different sections they serve. Or is it, he questioned further, because utilities do not understand or fully appreciate the value of ad-

vertising as a selling force or a good-will builder?

Another representative of the Government who addressed the annual meeting of the Public Utilities Advertising Association, was Dr. Louise Stanley, chief of the Bureau of Home Economics of the Department of Agriculture. If the utilities wish intensively to cultivate the market for labor-saving devices, she believes, they will have to help women to find work so that they may have money with which to buy.

Women in homes with average incomes, declared Dr. Stanley, in order to avail themselves of labor-saving devices, must find some way of increasing that income. Consequently if the industry wants to have its products purchased and used, it will have to find part-time jobs for the leisure moments, made possible by less labor in the home, to get money to buy more labor-saving devices.

Dr. Stanley also expressed the opinion that research too often is done by engineers with a purely technical viewpoint, while not sufficient research is carried on to find

out if new and proposed appliances do the work which the housewife wants done. If research is approached from the needs of the housewife rather than from mechanical inventiveness, its results are more likely to be successful in filling the need of the moment instead of having to educate consumers to a need created for a product.

Irving M. Tuteur, vice-president of the McJunkin Advertising Company, Chicago, was elected president. R. S. McCarty, Philadelphia Company, Pittsburgh, R. E. Haas, Columbia Gas & Electric Corporation, New York, and E. Frank Gardiner, Midland United Company, Chicago, were elected vice-presidents.

J. R. Pershall, Public Service Company of Northern Illinois, was elected secretary, and Howard F. Weeks, Consolidated Gas Company, New York, treasurer.

Women Hear About Women and Money

More than 51 per cent of the millionaires of the United States are women, members of the Federation of Women's Advertising Clubs of the World were told at their annual meeting. This and other statistical facts were recited to show how important is the place occupied by women in the handling of money.

For example, it was stated, 70 per cent of estates left by men are left to women and 64 per cent of estates left by women are willed to women. The speaker, Mrs. William Brown Meloney, editor of the magazine section of the New York *Herald Tribune*, gave as one reason for this high percentage, the fact that men want to provide for wives and daughters, frequently having provided for sons by putting them into business.

More and more, she said, men of great wealth are training their wives to handle their estates. A recent incident mentioned concerned the late Nicholas F. Brady who left the bulk of his fortune to his wife without even advising her

ON the afternoon of Saturday, May 17th, a squad of reporters for The Free Press led Detroit police on a smash-up raid of the Fourth City's downtown gambling joints.

¶

HERE one might ask just why it was necessary for newspapermen to lead a raiding squad. But that is the point and the whole point of this story.

¶

FOR weeks The Free Press had been printing editorial and pictorial evidence of the existence of wide open black jack, stuss, roulette and "bookie" games going on within

a few blocks of the Detroit City Hall. Doubting the evidence, but willing to be shown, the Police Commissioner suggested that if Free Press men would lead the way, his men would do the rest. The "rest" resulted in the smash-up of a score of gambling joints and the arrest of nearly three hundred men.

¶

JUST a little editorial enterprise that keeps readers intensely interested in a good newspaper and advertising just that much more effective.

The Detroit Free Press

FERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

what she was to do with it. He was satisfied that he had trained her to understand the responsibilities of wealth.

Mrs. Meloney also recited the results of a case study by Rogers Peet & Company which recorded every sale of men's suits for a month. It was found that 91 per cent of the sales were made to women or to men who were accompanied by women who told the men what to buy. The new vogue of colored underwear for men, she said, is aimed directly at the woman buyer.

Women read the advertising pages of their newspapers very much in the same spirit as men read the financial pages, Mrs. Meloney said, for bargain news is financial news to women. Copy writers have found, it was stated, that to catch and hold the ears and eyes of women, they have to put humor into their advertising message.

Mr. Younggreen described the important part which women take in the activities of organized advertising. His presence was seized upon by Mrs. Meloney to illustrate a point. Advertisers make a mistake in thinking that women like men typified by illustrations of the "collar" man; Mr. Younggreen looks very unlike such illustrations and, she said, it was illustrations of men like him that would prove popular with women readers.

The status of the women's group under the new constitutional changes of the A. F. A. were explained by Mrs. Bernice Blackwood, executive secretary of the Advertising Specialty Association, Chicago, and a member of the executive committee of the A. F. A. Miss Bernice Ormerod, president of the League of Advertising Women, New York, discussed changes within the women's federation. The most important factors in these changes is the recognition accorded women through provision that a woman shall be a vice-president of the A. F. A. and that the women's federation becomes the women's committee on Club Management.

Miss Jeannette Carroll, of the Providence club, was elected chair-

man of the committee, succeeding Florence M. Dart, of the Philadelphia club. Miss Carroll, under the new constitutional provisions, automatically becomes a vice-president of the A. F. A.

Miss Helen Bauldof, sales manager of the Robert A. Johnston Company, Milwaukee, and president of the Milwaukee club, was elected vice-chairman.

Discuss Needs of Foreign Advertisers

How export markets are used to draw up the slack of overproduction in the domestic market, was described in an experience related by Frederick H. Payne, Assistant Secretary of War, who until his appointment was president of the Greenfield Tap & Dye Corporation. This company, he said, distributes 20 per cent of its production through foreign trade channels.

Domestic markets are depended upon to keep the plants busy nine months of the year. Through building up foreign outlets, a market has been found for production which keeps the plants occupied for two and four-tenths months, thus taking up the major slack in a business equipped to run twelve months.

Colonel Payne was introduced as a man who has carried a salesman's brief case all over the world, thereby qualified to recommend to the conference on international trade, before which he spoke, the necessity of creating a sound and permanent export sales and advertising organization as a solution to distributing surplus production and, at the same time, providing a means of continuous employment for factory personnel.

The conference was presided over by C. K. Woodbridge, chairman of the provisional council, International Advertising Association. "We are feeling our way as an international association," he said, "to see if there are common problems facing our members, to see if all the associations in other

What an Opportunity *for* Summer Selling in **FLORIDA**

1 In Jacksonville, building construction proceeds at the rate of \$10,000 a day; new residence, remodeling, new office and factory buildings.

2 In Florida, real estate sales totaled \$31,170,583 during the current tourist season; for hotels, apartments, residences and industrial construction.

3 Alluring markets during the coming six months. Quantities of supplies, materials, furnishings. What an opportunity to supplement and stimulate dealer advertising, with your national copy in
"Florida's Foremost Newspaper"

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Member of the 100,000 Group of American Cities

Add to DECLINING COMMODITY PRICES— NEW YORK NEWS **space**

COUNTER to the current of marketing costs, the News milline of 1920 at \$2.00 has dropped down and down to slightly below \$1.25 in 1930 . . . and gone up in value every year. Today, News circulation affords majority coverage of the New York market, in one unit, at one time—at the lowest cost. And the News small page, which trebles the visibility and attention value of white space, is still offered without premium and at less than average circulation costs . . . This year of all years, in this market, consider the News—for greater volume at lower cost! Exception to the rule and contrary to custom—the *cheapest* is the **BEST!**



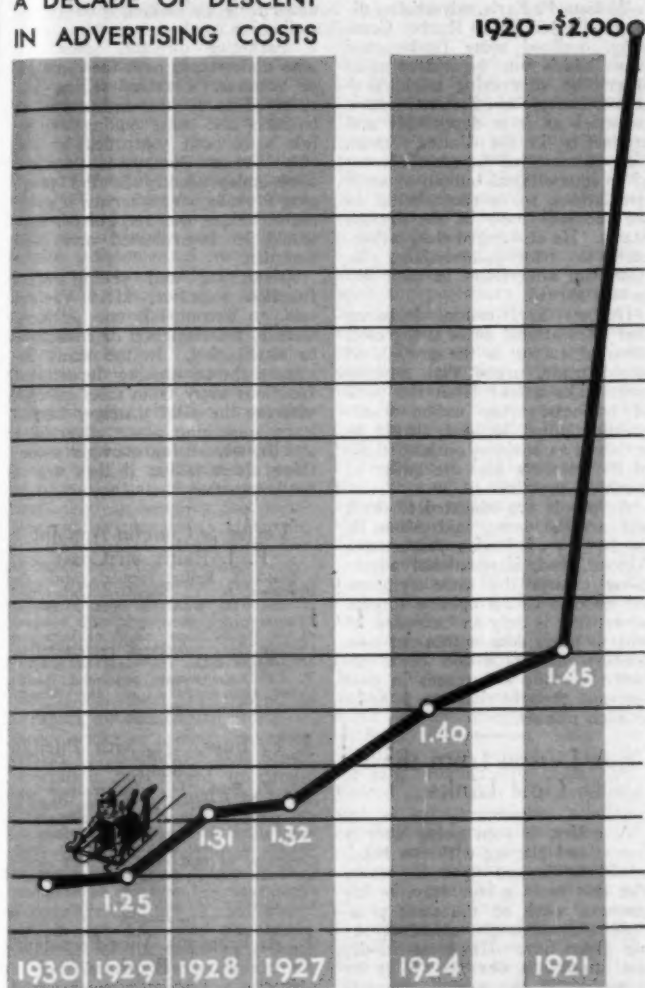
THE NEWS

NEW YORK'S PICTURE NEWSPAPER

News Building, 220 East 42d St., New York

Kohl Building, San Francisco + Tribune Tower, Chicago

A DECADE OF DESCENT IN ADVERTISING COSTS



countries may not pool their experiences with these problems so as to give the advertisers in each country a better play for their dollars."

William F. Earls, advertising director, United States Rubber Company, outlined some fundamental issues which must be cleared up in order that advertising might proceed to become as effective in other countries as it is dependable and productive in the United States. He recommended the establishment of an international bureau of audit circulations, to operate similar to the methods used in the United States. He also urged close adherence to truth-in-advertising by American advertisers in their activities abroad.

Herbert S. Houston, declaring that international peace is the most essential factor in the growth of world trade, urged that governments take a leaf from the book of business. Any nation transgressing peace, he said, should be outlawed as business outlaws those of its members who are guilty of unethical practices.

As people are educated to think and act the same, said Allen H. Seeds, Jr., of Jordan Advertising Abroad, Inc., international advertising creates the same response for goods. In his opinion foreign advertising is only an extension of what is being done within our own borders, due provision being allowed for the differences in custom and thought that are peculiar to each market.

A Lesson from the Golf Links

A golfer, if seen going over a course and playing with one hand, would be looked upon as crazy. Yet this same golfer may, in his business, work on the same principle without undue attention being given him. His error in the one instance is obvious. Why he is wrong in the second was explained at a session of general advertisers which was presided over by Bernard Lichtenberg, president, Association of National Advertisers.

The golfing simile was used by W. W. Wachtel, manager, general sales department, Loose-Wiles Biscuit Company, to illustrate the necessity for co-ordination between advertising and selling through co-ordination of these activities under a marketing director, some one who understands both these phases of business. Personal selling was referred to as the right arm of business and mass selling as the left arm, both controlled by the same brain. Sometimes they are used independently in the plugging to make par; whereas, if golfing technique was recognized, they would be co-ordinated and used together.

Advertising and selling must function together, Mr. Wachtel said, to accomplish one purpose, namely, the reduction of resistance to distribution. In too many instances the advertising department functions away from sales control, whereas the sales manager has to learn something about advertising and the advertising manager something about selling if they are to work together.

Verree & Conklin Appoint F. J. Reilly on Coast

Frank J. Reilly, formerly with the Brooklyn, N. Y., *Standard Union* and at one time with the San Francisco *Examiner*, has been appointed manager of the Pacific Coast offices of Verree & Conklin, Inc., publishers' representative. Mr. Reilly takes the place of Slayton P. La Due, recently appointed Pacific Coast representative of the Hearst Morning newspapers.

J. F. Bush, Jr., with Puritan Soap

J. F. Bush, Jr., vice-president and one of the founders of Hughes, Wolff & Company, Rochester, N. Y., advertising agency, has been made vice-president in charge of sales of the Puritan Soap Company, of that city. He will retain his stock interest in the Hughes, Wolff agency and will continue as an officer and director of both companies.

F. A. Emmons, Vice-President, Foote Brothers

Francis A. Emmons, sales manager of Foote Brothers Gear & Machine Company, Chicago, has been elected vice-president in charge of sales and advertising of the gear division sales. He started with the company in 1924 as advertising manager and was made sales manager in 1926.

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Inland Press Discusses Rate and Publicity Problems

Publishers Scrutinize Rate Differential and Other Matters of Newspaper Space Efficiency

PUBLISHERS of the Inland Daily Press Association, meeting at Chicago last week, subjected newspaper advertising to a thorough scrutiny and decided there exists an immediate responsibility for improvement of the newspaper as a national advertising medium. A committee was set up to deal with the situation, and while no definite assignment of matters for investigation was made, it was understood that this group is to operate with special reference to the local-national rate differential and forced circulation. John Benson, president of the American Association of Advertising Agencies, discussed the rate situation from the agency viewpoint.

The usual convention procedure of disposing of problems by passing resolutions about them was departed from in handling the chain-store publicity question. Upon the initiative of J. N. Stonebraker, co-publisher of the Webster City, Iowa, *Freeman-Journal*, the matter was taken directly to executives of the National Chain Store Association, the facts on both sides being taken into consideration across the conference table.

Mr. Stonebraker, in presenting his report, announced that at a conference with five leading chain executives the National Chain Store Association had agreed to eliminate "all clip sheets and free publicity matter formerly mailed to newspapers." This, it is believed, will result in the individual chain organizations doing likewise in the near future. National institutional advertising could not be used, however, it was felt, until a greater percentage of the country's chains are enrolled in the organization. But pending that time, institutional advertising by individual members will be advocated.

The sentiment on the advertising rate situation seemed to have been brought to a head by the re-

cent resolution of the Association of National Advertisers declaring "there is no basis for a differential between national and local newspaper rates." In presenting his report on the rate subject, Nelson P. Poynter, of the Kokomo, Ind., *Dispatch*, called attention to this expression and other indications of dissatisfied sentiment.

He pointed out, however, that the responsibility rests not entirely with the publishers. Advertisers, he declared, must provide for a greater degree of sales co-ordination; the agencies must get right on their complex schedules, the often unreasonable demands for reruns and the "increasing demand for what the agencies humorously call service."

President E. L. Harris appointed the following to the committee on advertising, authorized by vote of the meeting: Fred Schilplin, St. Cloud, Minn., *Times*; Verne E. Joy, Centralia, Ill., *Sentinel*; A. M. Snook, Aurora, Ill., *Beacon*; E. P. Alder, Davenport, Iowa, *Times*; and Mr. Poynter.

At the close of Mr. Benson's remarks, T. O. Huckle, Cadillac, Mich., *News*, asked him if the agencies would consider conferences on the question of agency publicity departments, since the publishers were willing to take up the rate situation with them. Mr. Benson agreed that it is a delicate spot in agency-publisher relations and welcomed mutual consideration of the subject at any time.

Mr. Stonebraker's committee, originally established to investigate chain-store publicity, was directed to continue as a standing committee on all matters of free publicity. In view of the progress made in the chain-store instance by simply presenting the fact that free publicity is an uneconomic means of distributing information, it was felt that here at last is a potential solution to the whole publicity problem.

Service Stations and a Distributor Join in Campaign

Coast Distributors of Shell Company Are Emphasizing Uniform Services

A CO-OPERATIVE advertising campaign is now under way on the Pacific Coast featuring the service stations of the Van Fleet-Durkee system, distributor in that territory of the products of the Shell Company. This campaign, which will continue over a period of seven months, is being financed jointly by the men who operate the stations, all of whom have financial interests in their plants, and by Van Fleet-Durkee, Inc., operator of the system of service stations bearing the Van Fleet-Durkee name. All of the more than 650 stations of the system are participating in the campaign, subscribing toward its cost a gallon proportioned to the gallonage of their sales.

The Shell Company, whose products the stations distribute, is not a participant in this advertising, which is a direct effort on the part of the men who sell the gasoline and oil to develop their own business.

More than 120 newspapers are on the schedule of the campaign. In the metropolitan centers, forty-four-inch space is being used; in the smaller communities single-column, fourteen-inch advertisements are being run. The schedule includes every city or town where there is a "V & D" station, from Mexico to Canada.

The idea behind the campaign, those in charge of this advertising explain, is an application to the retail gasoline and lubricating oil business of the same principles of merchandising that have been found effective in other lines. The

key of the advertising copy is the availability of uniform service and uniform high quality of products throughout a chain of service stations located along the principal Western highways from the Mexican border to the Canadian line. The fact that each station operator



COURTESY

service
smilingly and intelligently
given each customer

YOUR CONVENIENCE means everything to V. & D. station attendants. Each little item...the cleaning of a windshield, the attaching of the gas tank cap, the equalizing of tire pressure, the wiping of a radiator top...is counted as important as the sale made. Rendering service in a friendly, smiling way, V. & D. trained service men from Mexico to Canada will rehearse your mind of morning responsibilities.

"ORGANIZED RESPONSIBILITY"
THE V. & D. SLOGAN

HUNDREDS OF
STATIONS...FROM
MEXICO TO CANADA



SHELL GASOLINE AND
SHELL MOTOR OILS
SHELL AND WRIGHT
ACCESSORIES...

*The Uniform Courtesy of the V. & D. Stations Is
Stressed in This Advertisement*

is directly interested in the business he conducts is also emphasized.

In the first advertisement of the series, the executives of the chain, W. C. Van Fleet and W. P. Durkee, Jr., pledged their personal assurance of the highest type of service to all patrons of the stations. The thoroughness, efficiency and courteous character of the service are kept well to the front in subsequent advertisements. Some of the advertisements are devoted to

I Hear That Beverly Hills Has a Prospective President!—

OH, *YEAH?* Well, Dame Rumor hath it that way, believe it or *not*. Furthermore, she goes a step further and boldly broadcasts the news nugget that his name is Rogers. *Will Rogers*, in fact. Ever hear of him? If you *haven't*, you must have been doing a Rip Van Winkle, for this genial ex-cowboy breaks into more front pages than even Mussolini—and he chews more Beechnut than anybody in America! ♦ ♦ ♦ Beverly Hills, eh? Where's that? I'll tell you, neighbor: it's that beautiful spot next to Hollywood which the census sleuths now find with a spectacular population increase of precisely 2485% since 1920! 'Course we're *used* to record-smashing achievements out here in the great open-minded spaces. *List to this:* From all advance information, census gathered, it appears that Los Angeles proper is going to stack up with a population of 1,300,000 and concentrated Southern California with 2,575,000! ♦ ♦ ♦ *File these figures in your cerebellum.* And remember, too, that the undersigned advertising medium is conceded to be one of America's great newspapers. ♦ ♦ ♦ P. S. Will would make a *swell* President. He has a sense of humor!

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

developing specific features of the stations, much emphasis being laid upon their cleanliness. Many of them also mention the accessories and tires available.

Separate advertisements are also being devoted to courtesy, the cleanliness and sanitary condition of the rest rooms of the stations, completeness of the "V & D" service, the high quality of the products sold, the special training given the operators before they are allowed to take over a station and the fact that there is a distinct advantage in entrusting one organization with all the work of servicing

ing and supplying the automobile wherever it may be.

In organizing the campaign, meetings of station operators were held in all principal Pacific Coast cities for explanation of the plan and for creating a co-operative idea among the men who actually sell the gas and oil. As an aid in keeping up a high standard service, the "V & D" agents were shown that by establishing their stations in the public favor and by teaching the motoring public to rely on "V & D" men wherever they happen to be, all stations would gain business and all operators benefit.

What Groucho Says

Advertising Agents Aren't the Only Ones Who Beef About Their Clients

YOU say I'm always beefing about agency troubles? Well, I'll quit for a few minutes. Just been talking with a banker. He says banks are all right but their clients are dumb as cheese. Says their clients save when they ought to spend and spend when they ought to save. Says that they get cold feet and as a consequence breed a panic when they should take courage and plunge.

Sat in on a manufacturers' convention a week ago. Discovered that as advertisers are agency clients, even so retailers are manufacturers' clients. How gently but firmly these manufacturers beefed about retailers. Discovered that retailers are just like Biddle, Chatterton, Scatter and all my bunch; don't know what's good for themselves. *But*, outwardly the retailer was being soothed, caressed, made love to. 'Fraid if anyone talked too plainly some retailers might hear themselves roasted and not like it.

One old manufacturer started to tell about department stores—chapter, verse and name. He hardly got started when the chairman rapped his gavel and said that the committee on resolutions had a report to make right away. He was sorry to interrupt Mr. Blink's eloquent and timely speech—then a bunch took old man Blink away and told him he was right, of course, but he mustn't roast Mar-

shall Field out loud. This bunch had to work hard on the old man but a bootlegger helped them out nobly, while the convention went on discussing the glorious future of the industry in more and more general terms.

I wonder what golf pros say about the players they teach when they are in private confab with each other. Don't dwell on that, though; it's too horrible for a dub to think about.

Preachers beef pretty well about their clients, too, when they do the real heart-to-heart, and it isn't even funny the things dentists think about people who wait for a big hole in their teeth before they do anything about it. My electrician makes me feel like a bigger fool than I ever accused young Axtion of being.

What's all this shootin' about? Oh, nothing, I guess, but sometimes I think that it would be interesting to jump the fence and see how it looks from over there. So if anybody ever offers me another job with a big advertiser I'll be tempted to go over and get the view. But probably Boss would take me up to a high spot about that time and show me the glories of the World of Ads. Boss sometimes wishes he didn't have me. Sometimes I've been offered a good job. The two things don't ever seem to happen at once.

GROUCHO.



A Negative Slant

The 1930 census sheds a new light on the advertising situation in Central and Northern California, as it doubtless does elsewhere. In San Francisco, for instance, the Sunday Examiner's 141,781 city circulation fails to cover but 1 in 20 of the 148,104 families certified by the census. A frippery 5% is missed, and that must be whittled down appreciably by that part of every population which reads no English. The remainder you'll never miss!

The Sunday Examiner's 95% San Francisco coverage is merely a highlight on a circulation which encompasses better than every other home throughout the rich market of Central and Northern California.

SAN FRANCISCO EXAMINER

*One of the 28 Hearst Newspapers
read by more than 20 Million People*

ERWIN, WASEY & COMPANY

Young & Rubicam

RUTHRAUFF & RYAN Inc.

J. WALTER THOMPSON COMPANY

THESE eight representative Advertising Agencies spent \$822,676 in True Story during the first six months of 1930—\$244,781 or 42.4% more than in the same period in 1929—\$461,964 or 127% more than in the first half of 1928.

Presented in the usual statistical manner these same facts are:

	First Half of 1930	First Half of 1929	First Half of 1928
Total expenditure by above Agencies in True Story . . .	\$822,676	\$577,895	\$360,712
Increase of 1930 over 1929	\$244,781—42.4%		
Increase of 1930 over 1928	\$461,964—127%		

The average expenditure of these eight Advertising Agencies in True Story during the first six months of 1930 was \$102,859—in 1929 the average expenditure was \$72,236—in 1928, \$45,089.

The H·K·McCANN COMPANY

N·W·AYER & SON

Batten, Barton, Durstine & Osborn

INCORPORATED

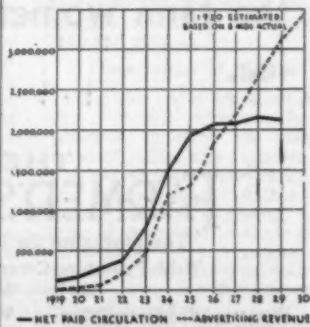
LORD & THOMAS AND LOGAN

Briefly, the reasons for this acceptance by Advertising Agencies are: A market of young Wage Earner housewives, whose reading habits are so simple that True Story is practically the only magazine they read. Their spending margin has more than doubled during the past ten years, making them excellent prospects for all advertised merchandise.

96% of these young Wage Earner housewives purchase True Story at urban newsstands—the largest group of newsstand buyers in history, according to publishers' own circulation statements.

True Story is making new records for advertisers every month. Why not for you?

THE GROWTH OF TRUE STORY



CONCENTRATING IN THE WAGE EARNER MARKET

Leading jobbers in wholesale centers between Buffalo and Omaha and the Ohio River and Canada state that 68% of their business is rural.

In the rural territory the farm woman dominates the retail buying.

THE FARMER'S WIFE is the only magazine edited and published exclusively for the farm women of America.

THE FARMER'S WIFE

The Magazine for Farm Women
Webb Publishing Company, Publishers
St. Paul, Minn.

Western Advertising Office
1306 Bell Bldg.
307 N. Michigan Ave.
Chicago, Ill.

Wallace C. Richardson, Inc.
Eastern Representatives
250 Park Avenue
New York City

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A French Workman Studies American Industry

A Machinist Gets Jobs Here to Learn Why Yankee Products Are Invading World

By C. P. Russell

H. DUBREUIL is a French wage-worker, a machinist and tool-maker by trade, who has spent some time working in our factories and who has returned to France to write a book about industrial progress in the United States which he calls by the English title of "Standards."

Why—despite generally the higher wages, shorter hours, and superior conditions accorded to workers—is American industry able to ship manufactured goods abroad which, after surmounting all customs barriers, can frequently be sold at prices better than those of home manufactured products, and which are often of a superior quality and suitability?

That is a question which is troubling the entire world, and especially industrial Europe, which finds its markets more and more invaded by Yankee products. To find an answer, commissions of business men, industrial leaders, engineers and accountants from all the manufacturing countries of Europe have been visiting the United States in recent years. Many of them have issued subsequent reports, all of them, naturally, written from the employer's point of view. But this is the first time, so far as I am aware, that a European workman has examined the case and published a voluminous report strictly from a workman's standpoint. He was apparently acting on his own initiative; there is no indication that he was representing any employer or association. After working at his trade in France for twenty years, he seems to have been prompted to go to America partly by curiosity, partly by a spirit of adventure, and partly to learn things that would be to his benefit when he returned to his own land.

He writes purely as one inter-

ested in his fellows and in their conditions of labor, content with his position as a machinist, and fairly certain that his skill would bring him his bread wherever he went, which indeed proved to be the case.

His attitude is curiously impersonal and sober, biased neither one way nor the other, and intent only on facts. He deals only with things and men, describing them exactly and factually, making no surmises, but drawing conclusions based only on personal contact and observation.

For example, he cites his purchase, before leaving France, of a khaki working uniform of cheap material and poorly put together. For a dollar less he was able to buy in America a suit of overalls of better material and workmanship; but what impressed him particularly were such features as its stout reinforcement at places of strain, its roominess and extra length to permit of any shrinkage in washing, and its plentiful and ingenious arrangement of pockets intended to receive the wearer's tools and gadgets.

Importance of Service

From this and other illustrations, Mr. Dubreuil deduces that in American industry the idea of "service" to the user is carried out to an extent not realized in Europe. And he finds, as one of the chief reasons for the increasing popularity of American products in the world-markets, the American manufacturer's willingness to study and to keep pace with the consumer's needs and desires.

Parallel with this endeavor, he notes that the more progressive American producer is constantly engaged in research, experimentation and market tests, with the intention, not only of improving the

quality of his product, but of enhancing its finish, shapeliness and usefulness to the purchaser.

To this end, he finds that "la publicite," or advertising, is of enormous value, not only in stimulating the manufacturer to live up to and to surpass his own published claims, but in causing the worker to take pride in the goods which he helps to make.

It is in the case of the relative purchasing power of French and American wages that Mr. Dubreuil makes some of his most striking comparisons. He recognizes that to say he earned \$7.20 a day in the Ford plant at Detroit—equal to 180 francs, an unheard of day-wage in France—means little, because in America he had to live in terms of dollars and not of francs (worth 4 cents each at present), nor does it avail to say that he could earn 60 cents an hour in Detroit against four francs (16 cents) in his own land, because the living standards are different.

The labor of the workman can be justly measured only in terms of time, and he thereupon gives a comparative table of the difference in purchasing power per minute of labor that instantly acquaints us with the prices paid for labor in the two countries and the value of this labor when translated into commodities. Thus, he finds that to pay for a pound of butter the French machinist must work three hours, while the American must work only one hour. The American earns a dozen eggs in 55 minutes, while the Frenchman, for the same, has to give two hours and a half of his time.

The fact that American workers enjoy a much higher purchasing power for this labor-time is partly offset by their being subjected periodically to severe crises of unemployment, during which millions of wage earners are thrown out of work for long periods, while France is seldom troubled with the unemployment question at all. In this fact Mr. Dubreuil sees one of the most threatening weaknesses in the American industrial structure. He does not believe that it can be rectified by employers alone, but that

the workers, through their unions, must take a hand.

It is necessary to mention here that the French writer soon learned to discredit the belief, at present widely held in Europe, that American industry as a whole possesses an overwhelming "efficiency." On the contrary, he found plenty of evidence that the United States still has numerous establishments where antiquated machinery and wasteful methods prevail, and where conditions in general are no better than in the most backward factories in Europe. He found, in fact, that, as regards methods, the old-fashioned one of "rule of thumb" prevails in America to an extent not suspected by the outside world. He makes it clear that his study relates chiefly to those modernized plants where large-scale production has enforced a strict observance of economy in time, labor and material, and where complicated processes have brought into being a careful organization.

Mr. Dubreuil was most struck by the working out of the Taylor system of time-study in production, and its evolution into the "scientific management" which systematizes office as well as factory processes. He believes this system to be one of the most important events in industrial history, and that its coming marked a revolution whose effects are not yet grasped. To "Taylorism" he ascribes that constant evolution and change which is the most striking thing about American industry, in contrast to that of Europe where stabilization tends to be the one desideratum. "It is not a question," he remarks, "of the expert hand guiding the inexperienced one, but of the method guiding the brain."

He sees the Taylor system as having been considerably modified by his disciples, and made more human and conciliatory, but criticizes as its chief weakness its tendency to automatism and its attempt to exclude the worker from all thinking for himself. "The forces contained within the worker cannot be commanded from without," he remarks.

This French machinist does not see the American worker as toiling

More Than 2,000 Display Advertisers

find that the winning policy in the Los Angeles market is to give 100% of their advertising appropriations to the Los Angeles Times.

They realize that the Los Angeles market—with a retail trading area of 2,000 square miles—can only be covered with a morning newspaper. Through The Times they get the largest morning circulation that money can buy.

They also realize that in a community where climatic and other conditions are distinctive and different, taste in merchandise is bound to be determined by the permanent, settled population of the region. They know that the Los Angeles Times reaches the permanent population because it has a larger home-delivered circulation than the second morning paper and the largest afternoon paper combined.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Greaser Co., 360 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. *Pacific Coast Representative:* R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

unduly hard, but he was struck with the intensity which causes a curious silence to reign among groups of workmen while at their task, and with the habit of gulping luncheon down in ten minutes so as to have the rest of the mid-day period for diversion in the open.

It was to be expected that Mr. Dubreuil would have something to say about the numbers of labor-saving devices prevalent in the United States, but what particularly impressed him was the fact that no American worker will lift a heavy weight if he can find a machine to do it, or will carry it if he can drag it; and the further fact that virtually all the men among whom he worked wore gloves to protect their hands. The calloused hand as a symbol of industry is, he found, fast disappearing in America, and this fact, together with the habit of wearing "good clothes" to and from work, he thinks, promotes democracy by abolishing the uniforms of caste and class.

Praises Our Democratic Manners

The democratic manners which prevailed inside the plants where he worked get a marked tribute from the French machinist. He found his fellows ever ready to help him with advice and information, and that his foreign speech and appearance weighed very little with them. He was particularly impressed when, in resigning a job, the man who paid him off wished him good luck and hoped he was bettering himself. Nothing similar, the writer remarks, had ever occurred during his twenty years of work in his own land.

While Europe, in thought, is lingering in the past, treasuring its museums and monuments, America, having few of these to linger in, is marching toward some future, the bounds of which cannot be discerned, but which may have an immense influence on the destiny of the human race. So runs Mr. Dubreuil's summary.

"If we are truly proud of being the heirs of an old civilization," concludes this candid French machinist, "I say that we should not

only adopt American methods, but that we should above all acquire the spirit that created them. . . . We have the worthy ambition to reunite the artist and the worker in the same person. Very well, but if we hold on to whatever helps to shape the genius of the artist, that is no reason for ignoring all that which raises the cleverness and productivity of the worker to a supreme degree."

Those who are curious to know where Mr. Dubreuil worked in America will be interested to learn that he made many of his most striking observations in the Ford plant at Detroit, where he got a job as a die-maker, although thousands of other men—this was while the new car was being awaited—were being laid off. He also worked for the Dennison Manufacturing Company in Massachusetts, and the White Company in Cleveland.

His book, "Standards," has gone through several editions in France, and has been extensively quoted in the heated debate now going on virtually throughout the whole of Europe on the question, "Shall we be forced to follow American methods?"

New York "Times" Advances

Arnold Sanchez

Arnold Sanchez has been appointed an assistant business manager of the New York *Times*. Mr. Sanchez has been with the *Times* since 1902 when he joined that newspaper as an office boy. Previous to his new appointment, he was office manager of the business department. The *Times* now has two assistant business managers; Hugh A. O'Donnell having held that title for several years.

H. H. Burke with "Home Ware"

Herbert H. Burke, formerly with the Chicago staff of *Collier's*, New York, has joined the staff of the Retail Ledger Publications, Chicago, as a representative of *Home Ware*. He was also formerly with the Chicago *Tribune* and the Chicago *Herald* and *Examiner*.

"The Jobber's Salesman"

Advances D. G. Pilkington

D. G. Pilkington, formerly Eastern manager at New York of *The Jobber's Salesman*, has been made general manager of that publication. His headquarters will be at Chicago.

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"I wouldn't kid you if I could!"

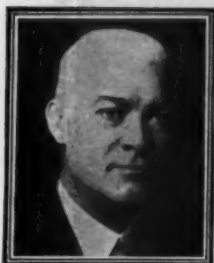
by Robert L. Ripley
(of "Believe it or Not" fame)

Baron Munchausen, I feel sure, wasn't called a liar more often than I have been. But—believe it or not—I have made everyone who has assailed me face to face eat his own words. Yes, actually eat them. I haven't traveled in seventy-one foreign countries for nothing. I haven't poured over ancient tomes—talked with strange peoples—combed the unexplored wilds of Yucatan—penetrated into the secret sanctuaries of China and Thibet—lost myself among the natives thronging at the burning ghats of the Ganges—in short, I haven't devoted my life to unearthing the curios of this surprisingly curious world without being able to prove the existence of stranger things than even Marco Polo imagined. Readers of the New York American have gotten mighty excited about some of my daily cartoons. But not a single one of the thousands who have written to me has failed to be convinced that everything I put down on paper is actually true. That, I believe, is helping to build reader-confidence for the American.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS



CHARLES J. BABCOCK
Vice-President and
Account Representative
New York



HARRY A. HOLLOWAY
Assistant Manager of
Accounting Department
New York



HAROLD A. McNULTY
General Art Director
New York

ARE YOU GETTING THE WEDGE?

About once a month we issue the Wedge—in which we print some of our thoughts and philosophy on advertising. The Wedge is one of the oldest house organs in America. ¶ We shall be glad to send this publication to officials of companies interested in advertising who do not now receive it. Simply drop a line to George T. Eager in our New York Office.

May 29, 1930

PRINTERS' INK

55



WILLIAM M. STRONG
Account Representative
New York



WILLIAM L. ORCHARD
Production Department
New York



HAZEL PRESTON JENNEY
Assistant Account Representative
New York



WYMAN FITZ
Writer
Pittsburgh



WILLIAM SCHERFF
Assistant Account Representative
New York

BATTEN, BARTON, DURSTINE & OSBORN
INCORPORATED
ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

THINK IT OVER!

THE HISTORY OF NEXT YEAR'S SALES IS BEING WRITTEN BY THE THINKING AND PLANNING THAT IS GOING ON NOW.

IF YOU SELL TO BUSINESS, OR COUNSEL THOSE WHO DO, NOW IS THE TIME TO DO THE SELLING. NEXT YEAR, AFTER COMMITMENTS HAVE BEEN MADE, WILL LEAVE ONLY MEAGER PICKINGS FOR THE WATCHFUL WAITERS.

More than 75,000 wide-minded administrative executives who do the thinking and planning for their businesses subscribe to THE BUSINESS WEEK it is the only paper which gives them fast, vital, up-to-the-minute facts and news of business open minds you would do well to cultivate.

THE BUSINESS WEEK

The Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • LONDON

MCGRAW-HILL PUBLISHING CO., INC.

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Principles of Operation in the Mechanical Department

Time, Quality and Economy Tie for First Place

By Aesop Glim

WE can always beg the question of how much one mechanical (or production) man can handle—by saying, it depends on the man. There are a large number of small to middle-sized advertising agencies in which one man and his secretary handle all the details of getting the advertising matter reproduced. It is always a surprise—a cause for wonder—to me, what a large volume of work can be handled by one reasonably experienced man who likes his work.

When the agency's volume exceeds what any one man can possibly handle, there are two fairly well established methods of organizing a mechanical department.

The first is to have each man handle all the details on a certain number of accounts—with no responsibility for the other accounts in the house. Each man thus becomes the production executive for his particular accounts—handling engraving, printing, electrotyping and every other detail.

The alternative method is to have one or more men specializing in each of the logical divisions of the department's work; one or more men responsible for all the engraving on all the accounts served by the agency; another man or group responsible for all printing on all accounts, etc. The usual divisions along this line—when the total volume is very large—are: black and white engraving, color engraving, electros and mats, typography, printing, display material. The personnel of the department will usually dictate how these subdivisions can be most efficiently combined when the volume of work does not justify such complete specialization.

There are grounds for argument as to which of these two organization set-ups is more desirable. When one man handles all details

on a certain number of accounts, he obviously has a better picture of what is going on—and can take greater responsibility for keeping the whole job moving on schedule. He sees each job as a comprehensive unit and orders the component parts in the light of the whole problem. Whereas a man responsible for only one division of the department's work becomes solely a filler of orders. He may devote too much thought to technique and craftsmanship and lose track of the time element.

On the other hand, each man—under the second system—becomes a specialist and devotes all spare time to learning more and more about his specialty or to discovering new methods and processes. Subdivision and specialization demand a centralized control, insuring the delivery on schedule of each element which will make up the whole job. This centralized control may increase the personnel—to the extent of having one or more men whose whole job it is to see that the others work on schedule.

By and large, it would appear that specialization is desirable and expedient when the volume of work is truly enormous and where a central control would in any case be required. Whereas the method of having each man see a few accounts clear through is more economical and more foolproof, where the volume of work in the department is only medium.

In any case—in any agency—one major criterion as to the number of people and the organization set-up needed is that there shall be a leeway for study and experiment. At the minimum, the head of the department—even when he is the whole department—should at all times have at least one-third of his time free for such study and experimenting—and for trouble-

shooting. It is well if every major member of the department can have time for increasing his knowledge and improving his methods. Whenever necessary, personnel should be added to insure this leeway of time on the part of one or more seniors. And from middle-sized agencies up to the largest, the ideal plan is for the head of the department to have no primary duties—that is, he should be responsible for the running of the whole department, the maintenance and improvement of the quality of work done, but not for the routine details on any one account or on any one division of the department's work.

To some thrifty business men, this may not sound thrifty. But as a matter of fact it is probably the most economical business insurance you can buy. Your clients have few tangible things on which to judge your work and on which to compare your efforts with those of other agencies. Every proof of an engraving, every bit of typography and printing, represents to your client your whole agency. Every error or slip in the work of your mechanical department magnifies itself a hundred times in your client's eyes. The work of this department cannot be too good—for your own best interests.

Time Is Needed for Quality

It is the leeway in time—on the part of your mechanical manager and of any other men in the department—which makes the quality stand up and even improve, which makes the work economical for both your clients and yourselves, which, in short, keeps the client happy and reduces your own overhead. I don't believe that any agency ever made a legitimate net profit on the commissions earned by the mechanical department. It is usually a department which, in itself, should be operated cheerfully in red figures—it is not a department in which to be penny wise and pound foolish.

The manager of a mechanical department should have three elements constantly in his mind—time, quality and economy (for the client). He should fight for time

—against the other departments who quite naturally want all the time available for their own work. He should make copy men, artists and account executives realize that he is willing to perform all the miracles within his power, but that there are irreducible minimums of time in which any mechanical job can be done—plus the fact that the greater the time allowed the greater the chances for extra quality in the results.

He should fight for quality both selfishly—for his own glory—and on the basis that the work of his department represents the final net result of the work of most of the other departments. All the advertising plans, copy and art work blossom through the working of this department.

He should watch for economy on the basis that he is a buying agent for his clients and wants to serve them to their own best interests—and on the basis that few things are more hostile to pleasant agency-client relations than disputes over production costs.

He should operate for each client on a budget basis clearly understood with the client—or on the basis of a clear-cut estimate for each job, approved by the client in writing. With the exception of mistakes made through actual ignorance on the part of a mechanical man, all the grief of this department arises through a failure to establish a clear understanding of specific details in advance—with both clients and suppliers.

And this brings up my last point; the matter of relations with suppliers—the term by which engravers, printers and the like are usually designated generically.

When you make a contract with them, remember that you are (theoretically at least) acting as an agent—that the money you are agreeing to pay the suppliers must be repaid to you by the clients. Make your agreements clear and comprehensive and in writing. Cover every detail of specifications as to materials to be used, the time element and what constitutes overtime. You can't be too exacting in the preliminary arrangements—and though you may appear petty at

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March 10, 1929
Liberty

THAT'S THE WATCH FOR ME!



New
Westclox

Pocket Ben

It's the watch for any man... anywhere... who needs a practical, durable, thoroughly dependable pocket time-piece. The ideal watch in every way for every day use, combining real quality and good looks with low cost.

New in design... thinner... smaller... has rich metal dial and pierced hands... much more attractive. New in construction... embracing the very latest improvements known to modern watchmaking. Built by the makers of Big Ben... and built to render satisfactory service.

Price slightly higher in Canada

WESTERN CLOCK COMPANY, La Salle, Illinois, U.S.A.

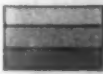
Patent Pending

Wholesale: The Western Clock Company, La Salle, Illinois, U.S.A.

\$1⁵⁰

Or with handsome chain with ring in the back, \$1.75





MORE and more hands, reaching for Liberty on the nation's newsstands, point the hour when Liberty can offer staunch advertisers like Western Clock Company an even greater audience than nearly 2,500,000 families... modern families in whose socially active lives time is such a vital element.

June Authors:

Rudyard Kipling, Mass de la Roche, Robert Benchley, W. E. Burnett, Edwin Balmer, William MacHarg, Thyra Samter Winslow, Beatrice Grimshaw, Elizabeth Sanxay Holding, Ernest Poole, and many others!

Liberty

A Weekly for Everybody

The Biggest Newsdealer Sale of Any Magazine



the start you will lay the groundwork for real co-operation from the suppliers and for a long friendship with them.

Part of the leeway of time, for which I have been pleading, should be devoted to seeing and learning from the salesmen who represent suppliers. I have written in some detail regarding the various mechanical processes, the approximate costs of each and some of the possibilities of each process.* These articles were written primarily for laymen—i. e., advertising men who would not specialize in mechanical work. But what they emphasize particularly is: know all you can about each process; know what can be done with each process; keep up-to-date with the latest developments in each field; study to use each process for all it is worth in its particular place; then study to know how to use each and every one for variety, novelty and freshness.

And that applies to every advertising man—whether he specializes in the mechanical work or not.

*See **PRINTERS' INK** for January 30 to March 13, 1930—inclusive.

Casmir, Laird & Company, New Business

Marvin Casmir and Julian H. Laird have formed a new advertising business at New York under the name of Casmir, Laird & Company, with offices at 220 East 42nd Street. Mr. Casmir was formerly with *Liberty*, New York, and the Fitzgerald Advertising Agency, New Orleans. Mr. Laird has been with the New Orleans *Times-Picayune* and the Chicago *Herald and Examiner*.

J. T. Slattery Advanced by Corticelli Silk

J. T. Slattery, formerly district manager in the East for the Corticelli Silk Company, New York, has been appointed sales manager of thread silks and silk hosiery. Mr. Slattery, who will have charge of the sales organizations of these two departments for the entire country, has been with the Corticelli company for the last thirty-six years.

Made Eastern Sales Manager, Seaman Paper Company

Willard M. Pringle, vice-president of the Seaman Paper Company, New York, and formerly in charge of the company's Philadelphia office, has been appointed Eastern sales manager, with headquarters at New York.

Death of D. M. Lord

DANIEL MINER LORD, whose name is perpetuated in Lord & Thomas and Logan, Inc., advertising agency, died at New York on May 27. He was in his eighty-fifth year.

His career in advertising began shortly after the Civil War when, in 1870, he became engaged in newspaper work at Chicago. It was about four years later that, in association with George W. Sharpe, the name of Mr. Lord became identified with advertising agency work. Through a merger, Sharpe & Lord later became Chandler, Lord & Company.

Mr. Lord was on a trip East when he met A. L. Thomas with whom he eventually founded the agency of Lord & Thomas. He retired from this agency, of which he was senior member, in 1904. At that time, according to "Forty Years an Advertising Agent," by George P. Rowell, Mr. Lord was the only living example of an advertising agent who had quit the business with a competence.

In the days following the Civil War when he engaged in advertising, Mr. Lord has related, it was not considered a creditable occupation. "When it was noised around that I was going into this business," he once stated, "all my friends would tell me that advertising was just like gambling." He stuck to his chosen career, reasoning that if it was right to send men on the road to sell goods, it was equally respectable to sell by means of printer's ink.

Mr. Lord took great satisfaction, in his observations of later years, in the progress of advertising. "When I read about the advertising fraternity and the honors bestowed upon it," he said, "I realize that my dream of long ago did not cover it all."

Four years ago, Mr. Lord was the guest of honor at a luncheon tendered to him by the Advertising Club of New York. On that occasion he surprised his audience by his vitality, his memory and his sense of keen understanding of advertising as it is today.

Telling farm folks what they want to know

Check any issue of *Capper's Farmer*, and you will see how closely its editorial policy is attuned to the daily interests of the big-business farmers and their families in the Midwest. For instance, here are a few of the titles of articles appearing in *Capper's Farmer* in June:

"McKees Rotate Hogs with Crops"

•

"A Home That Kansas Farmers Like"

•

"How Hoffman Cuts Threshing Costs"

•

"Grosses \$67,000 in Five Years"

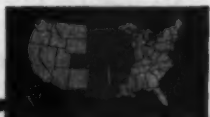
•

"Facial Treatment for Fields"

•

"Modernizing the Kitchen Wall"

Just as their titles indicate, all of these articles contain practical information and advice pertinent to the successful management of the modern farm and home. That's why in the Midwest where farming is the big industry, *Capper's Farmer* is regarded as *the* farm paper.



Capper's Farmer

ARTHUR CAPPER, Publisher
Topeka, Kansas

COVERS THE NATIONAL FARM MARKET

The Re-birth . . .



TIME was when notion departments in retail stores were regarded primarily as service departments, for the convenience of the customer rather than for the profit of the store. This meant, to be sure, steadiness of business for the manufacturer of notions and smallwares, since the essence of a notion department's service is completeness of stock; but it also meant a certain slowness compared to other lines, for notion sales were not often actively promoted.

Recently, however, notion and smallware departments have had a surprising renaissance. Retail stores have made two discoveries: first, that there is real profit in the sale of rapid-turning staple notions, comparable with the net on many other departments in the store; and second, that there are immense possibilities in the styled items of this department—possibilities of real volume sales.

Particularly in the latter respect has the notion and smallware department shown a rapid development. Notions with a style appeal for ensemble costume purposes have been big sellers. Smallwares for personal or home use embodying a style or novelty appeal have proved that the notion department could turn in big profits.

For the manufacturer who would take advantage of this

THE FAIRCHILD

8 EAST 13th STREET

DAILY NEWS RECORD MEN'S WEAR FAIRCHILD TEXTILE-APPAREL ANALYSES
FAIRCHILD'S INTERNATIONAL (PARIS) RETAILING STYLE SOURCES

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FAIRCHILD

Birth... of a Notion

renaissance in the distribution of his products there are two primary mediums of advertising.

WOMEN'S WEAR DAILY, the Fairchild newspaper of the textile-apparel trade, reaches nearly every influential person in nearly every worth-while department store, dry goods store, and chain store buying office in the country. This means not only buyers, merchandising men and controllers, but sales people as well, and the latter often have a very big voice indeed in the selection of this type of merchandise.

STYLE SOURCES, the Fairchild semi-monthly magazine of fashion and fabric, reaches even farther into a great number of towns and stores. Among its readers (and it has the largest circulation of any magazine in its field) are many stylists, whose influence in merchandise selection is constantly on the increase. STYLE SOURCES appeals to them, as it does to all its public, by an extraordinarily vivid clarification of style trends.

In combination these two publications give a coverage of the retail textile-apparel field that can not even be approached by the use of any other two mediums. These two Fairchild Publications cover the trade as thoroughly as any notion publication and in addition reach many outlets not touched by any other publication. Through their pages it is possible to reach more notion buyers, by far, than through any other publication.

PUBLICATIONS

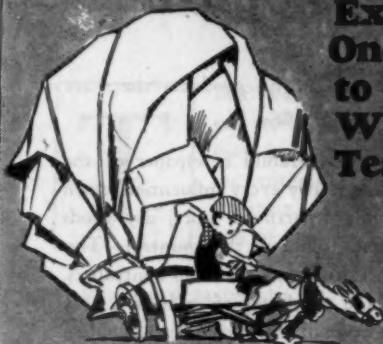
NEW YORK, N. Y.

WOMEN'S WEAR DAILY

FAIRCHILD BULLETINS (LONDON—PARIS)

FAIRCHILD TRADE DIRECTORIES

MAN and his clothes (LONDON)



**You Couldn't
Expect
One Horse
to do the
Work of a
Team**

**Nor can any ONE news-
paper do a complete job in
a TWO newspaper market**

**Advertisers who
know that one
newspaper is not
enough in Milwaukee**

**7. Sears, Roebuck
and Co.**

who operate two retail
stores in Milwaukee, used
122,383 lines in the Wis-
consin News last year.

**To Cover
Adequately
the
Two-Newspaper
Milwaukee
Market . . .**

**"YOU NEED THE NEWS"
WISCONSIN NEWS**

MILWAUKEE

"Ask the Beebe Man"

Reach the Mind—as Well as the Ear—of the Radio Listener

The Radio Audience Has Developed an Ability to Hear Radio Talks Without Actually Listening

By Bernard A. Grimes

FROM one of the veteran users of radio advertising there comes the suggestion that it might be helpful were advertisers to have radio advertising explained in terms of copy appeal. He feels that, by means of such examples there is apt to come an easier understanding of program preparation. Such comparisons as are made, of course, are general; each medium requiring specific treatment.

For example, the entertainment feature of a program corresponds to illustrations in printed advertising. The purpose of an illustration is to arrest attention and draw the reader into the advertising message. The entertainment or educational feature of a radio program has the same purpose. Attention, once gained, is held in both instances according to the ingenuity with which the selling message is introduced and told.

Radio advertisers make use of three major classifications to gain attention and build up a listener following: They are entertainment (musical and dramatic), educational talks, and broadcasting news of timely events. As explained in three preceding articles* of this series, educational talks, for the most part, are popular in the morning when they are used to talk shop with housewives. It is felt that an advertiser then can talk about his product and its use and be assured of an interested audience of listeners.

Marked contrast prevails in the evening. People seek relaxation. The advertiser, knowing this, takes his cue and caters to this desire.

*This article is the last of a series which includes: "What Determines the Length of Copy Over the Radio?" March 20 issue; "Copy for the Ear vs. Copy for the Eye," April 3 issue, and "Should a Radio Program Shoot Its Message in One Bolt?" April 24 issue.

However, he does not forget his real purpose, which is to gain the ear of his listener and, under favorable and receptive conditions, be rewarded with the privilege of making a brief advertising talk.

Here enters the real problem of getting over commercial credit. How many of his listeners are reading their papers or books? How many more, for instance, are engaged in a game of bridge? And, again, how many are holding conversation? Under all these situations, the radio program furnishes a background to these other activities. The handicap, as viewed by an advertising agency executive, is that many radio listeners have learned how to shut their ears to the commercial plugging. "The success you have in opening their ears," he said, "is accomplished by the twist you give to what you say."

Hearing with Ears Alone

To put it another way, the radio listener frequently hears with his ears alone—not with his brain. A somewhat similar difficulty faces the advertiser in his printed advertising. It may be seen and only skimmed over or not read at all. What does he do? He calls into use basic advertising appeals which adapt themselves to his needs and the interests of his readers; appeals which, it is felt, will sustain attention already gained by illustration, headline or layout.

In his use of radio, he follows the same procedure except that, by the nature of the medium, he hasn't the same latitude. He cannot, for example, quote prices, and on one chain he can't offer samples of his product (though he can make souvenir offers). He is restricted, by good policy, from a straight sales talk of length. There

is a "natural" in samples for some radio advertisers. To mention three, there are the Paramount, R-K-O and RCA-Victor broadcasts where the listeners hear artists whose talents are the essentials of the thing advertised. "True Story Hour" and newspaper broadcasts of news are further "natural" sampling examples.

It is generally agreed among the advertisers and advertising agency executives whose opinions were sought, that radio can make use of most of the types of copy appeals. Argumentative copy is one exception. It is bad practice, according to an agency executive, to argue over the air.

"You are limited to mere statements of facts," he stated, "and arguing is not permitted. You can reason with your man about your product, but if you are too persistent the listener wants to argue back. Since he can't, in a spirit of frustration he tunes you out. Make your statements general rather than specific, counting on other forms of advertising to accomplish the specific. What you say over the air should be said with the thought in mind that it is going to make your other advertising work harder for you."

Prestige Through Celebrities

Perhaps it is this viewpoint which results in most radio programs being classified as institutional in nature. The program acts as an ambassador and carries the inference that the reputation of the sponsor is ample evidence as to the standing of the merchandise itself. Program set-up may imply prestige through choice of celebrities. RCA-Victor programs in connection with outstanding artists would be a case in point. The broadcasting by American Radiator of "Madame Butterfly" with Frances Alda, Amato and Merle Alcock is another.

Graybar's "Mr. and Mrs." is an excellent example of institutional advertising. With a few exceptions, this feature regularly carries no commercial credit, making sponsorship announcement only. The Sunday night programs of Atwater Kent are conducted likewise. So

free from advertising are these programs that, it is reported, Mr. Kent looks upon them as an investment in good-will, pure and simple. No attempt is made to tag them with advertising.

Westinghouse has dedicated one program each week to one industry which it serves and now has a series of "salutes" addressed to cities.

While the institutional note is present in many programs, it is often employed in conjunction with other appeals which play a dominant role. Fleischmann offers reason-why and has a dash of the testimonial in the recommendations given in the doctor's talk.

Quaker oil, time and again, drives home the reason-why of "the extra quart" which is featured in its publication copy. In the program for Mrs. Wagner's Pies, consumers are told about the quality of ingredients used. Reason-why messages, together with educational copy, constitute most of the daytime programs to housewives.

Educational treatment of a technical subject is illustrated in the entertaining way in which Floyd Gibbons is reporting his visits to the General Electric plant at Schenectady. He visits the plant and writes his observations in the style of a news correspondent and not as technical copy. The resulting broadcasts are a good example of straight talk in an institutional campaign. Other incidents which dramatized trips through plants are one used by Fleischmann describing its Baltimore plant, and one by RCA-Victor of its plant in Camden.

This type of copy is favorably looked upon, but, in some quarters, it is felt that, as a rule, it should be used only once.

Those who have had long experience with radio lay stress on the importance of avoiding lengthy talks and yet, like the General Electric program, there are advertisers who have devised programs which include long talks. One such program is the Davey Tree Surgeons who were referred to on several occasions in this series as being typical of adroit users of long copy. Ce-Co Radio Tubes

Asking A MILLION Questions To Learn

What price dresses do Cleveland women buy? What do men pay for their overcoats?

Who owns the automobiles and where are they?

What amount of spendable income among Cleveland families?

How much home-effective circulation have Cleveland newspapers? Which ones are wanted in homes—and why?

Emerson B. Knight, Inc., nationally-known investigators have just completed the most elaborate, unbiased and accurate market study ever conducted in Cleveland.

Facts that will help you plan your advertising—establish quotas—and scientifically plot your sales areas—are yours for the asking.

Just write us what you want.

THE CLEVELAND NEWS

GEORGE A. McDEVITT CO.

National Representatives

**WHERE
WHAT
WHEN**



**Cleveland
Families
Buy**

is another. The latter company had an engineer talk on interesting features concerning the use of radio tubes.

The Davies Tree Surgeons also devote their broadcasts to long talks on trees. These programs carry expert information for the guidance of the layman and it is not hard to believe that lovers of trees will hear these programs through.

Calsodent furnishes an example of the "how-to-use it" type of copy. Talking to parents on the care of the teeth, this advertiser minutely describes the use of its product. Advertisers who give recipes and beauty talks find their listeners willing to hear usage talks. Demonstration is one adaptation, as for example, its use by Crisco in a morning talk on "May Breakfasts."

In the personification school of copy on the radio we have the Tastyest Trio, Pep, Vim and Vigor. Then there are Toe and Heel working for Interwoven, and Shave and Smile who sing songs about shaving in the interest of Twinplex.

That veteran of copy appeals, the testimonial, long ago adapted itself to the radio. We find it used by Lucky Strike. The merits of Palmolive are extolled by beauty experts whose testimonials are broadcast. Without specific mention of names, it is used in some of the Atwater Kent mid-week programs when excerpts from set owners are read.

Geographical, historical and other copy variations which are more or less impressionistic seem readily adaptable of employment. In the case of Bourjois Perfumes, a geographical background for its programs resulted in a change of the product's name. This advertiser started out by offering an entertainment which was named "An Evening in Paris." As this program grew in popularity, it was found desirable to bestow this name upon the product.

"Around the World with Libby" is a type of program which carries the information that there is world-wide demand for a product. Libby, McNeill and Libby dedicate each program to one country. This

advertiser's salesmen have a hand in the preparation of these programs. They check up on the racial groups and ascertain how the programs are being received and, from comments, inform the company of preferences for musical selections.

Fuller Brush has taken occasion to tell how the bristles it uses come from Siberian pigs. Whitall, in its Flight of the Magic Carpet hour, describes the history of its Oriental rug designs. These commercial credits are announced between musical numbers that create an atmosphere suggestive of the Orient.

Historical background has its followers, notably recitals of the Old Pioneer who describes the pioneering days of the Great Northern Railroad and its territory and tells of the achievements of the railroad's founder, James J. Hill. The adventures of Sir Walter Raleigh, described in the interest of Raleigh cigarettes, is an illustration anecdotal in nature.

Atmosphere rich in association with the product advertised is popular, a good example being the La Palina hour and the Dutch Master Minstrels. These are programs which suggest an evening of pleasure with a cigar for a companion. La Palina summarizes the idea in its commercial credit which refers to a good smoker and a good smoke. The Robert Burns program, catering to the young man, offers a snappy, breezy musical program for "the young man and men with young ideas."

Still another method of surrounding a product with atmosphere is the plan used by the packer of Forty Fathom fish, whose Trawlers give dramatized tales of the sea.

Philco transfers to its radio advertising a dramatization of the distortion theme which is portrayed photographically in its printed advertising. "Watch your set pick up this" the announcer will advise, and there is a distortion of music. Again he speaks, "this is how it would sound on a Philco," and the selection is played with clearness.

Blackstone cigars also dramatize demonstrations. These cover mis-

Crack Me That Nut, My Good Man, Quoth Bumsted!—

IF YOU, too, happen to be interested in modern business—and who *isn't*?—gather around and lend an ear to *this* cracking. Seattle is a *very* ripe sales nut: We mean that Seattle can be sold as easily as your office boy shells a peanut at this afternoon's ball game. That is, if you know just *how* to do it. Greater Seattleites have a *checkable* purchasing power of \$384,625,927.78 scattered about among the newspaper-reading families, and what's *more* important, they use it to *purchase*! For instance, \$12,169,738.35 will be spent in 1930 by the readers of the Post-Intelligencer *alone* for women's frills and furbelows. Doesn't that make your mouth water? ♦ ♦ ♦ Yes, *sir*!—We have the *inside* dope on Seattle, and, specifically, on the market reached by this newspaper. If you're selling anything from baked beans to battleships, you'll find this non-competitive, impartial study of very, very definite value. Want *all* the story? Sure you do!

SEATTLE

POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!

Don't Keep It To Yourself

THE head of every successful advertising agency schools his men to contact all the factors that influence the purchase of agency service. Successful agencies do not countenance abbreviated selling. They know that advertising managers, presidents, and sales managers all have a finger in the pie. The ratio of authority differs in every case. It cannot be anticipated. There are no national percentages but there is one safe rule—sell all factors and the job is sold.



There is a sufficient similarity between the sale of agency service and the sale of a building product to indicate a principle. Here again three

NATIONAL TRADE JOURNALS, INC.

National Trade Journals, Inc., 821 Fifth Ave., N. Y.—Building Division: The Architectural Forum; Building Age; Building Material Marketing; National Builders Catalog; Heating and Ventilating; Good Furniture and Decoration.

factors control the order—architect, builder and building material dealer. Here again the ratio of authority differs in every case. It cannot be anticipated. There are no national percentages but there is one safe rule—sell all factors and the job is sold . . . Advertising agencies can produce convincing proof from their own daily experience that the building product schedule should carry magazines to contact all three markets which control the sale. Don't keep it to yourself!

The Architectural Forum

monthly for the architect

Building Age

monthly for the contractor

Building Material Marketing

monthly for the dealer

National Builders Catalog

annually—used daily by the contractor and dealer

Send for printed information or a representative

521 FIFTH AVENUE, NEW YORK CITY

Sports Division: Sporting Goods Illustrated & Journal; Motor Boat; Outboard Motor Boat. Food Division: Canning Age; Fishing Gazette. Diesel Division: Motorship; Diesel Power. National Cleaner & Dyer. Specialty Sections: Magazine



KENTUCKIANA

A STABLE MARKET

Because of the variety of industries which contribute to the support of Kentuckiana (practically all of Kentucky and a large portion of Southern Indiana) there is not, and has never been, an alarming economic depression in this section, and the buying power of the inhabitants has never been seriously impaired.

Here good advertising campaigns have never failed to produce results which are well within the expectations of the advertisers — and to reach the hundreds of thousands of ready buyers, only one advertising medium is necessary —

THE COURIER-JOURNAL THE LOUISVILLE TIMES



Members:

100,000 Group of American Cities
Audit Bureau of Circulations



Represented Nationally by The Beckwith Special Agency

fortunes which the entertainers inflict on Blackstone cigars. Sometimes they are dropped and even walked upon—but, no harm is done. The audience is told that what would be a tragedy in the life of a cigar, is spared the Blackstones with their Cellophane coat of armor. Such incidents are mentioned as though they were spontaneously injected into the program, but they are the high spots of the program from the advertiser's point of view, even if he does purposely make them so minor a part of his program as regards their share of time.

The interviews with advertisers and advertising agency executives on which this series of articles is based, uncovered a number of interesting sidelights on their experiences. Some of these carry ideas which might be found worthy of further use.

Bristol-Myers has had difficulty in getting over the correct pronunciation of Ipana. Some consumers called it "Ippanna" and others "Ip-an-ya." The radio announcer places special emphasis on the correct pronunciation, Eye-pan-na, and Bristol-Myers is satisfied that what was once an obstacle, is now largely overcome. Since Chesebrough started to broadcast, a somewhat similar experience has been noted. Early applause letters carried the spelling of the company's name in many variations, but as its announcements have continued, misspelling is now in the minority.

Mention of long lists of products, generally frowned upon, also has its exception. General Motors has used this method for a reason believed compensatory for any disadvantages it might have. Too often, it was felt, there were incidents, for example, of a Cadillac dealer letting a prospect walk out who, though he might not be promising for the purchase of a Cadillac, would be good for a Buick. General Motors wanted to emphasize the organization spirit, therefore the litany of its products.

Spalding made the most of its opportunities in broadcasting a timely event, the National Opens. The final play was reviewed. At the close, several players were

brought before the microphone to speak a word and to tell what type of Spalding equipment they used. The value of such timely broadcasts, obviously, depends on how the events fit in with the advertiser's work and the showmanship he is able to employ in making the most of his opportunity.

Preparation of a program should not overlook taking full advantage of getting dealers' good-will. There are some programs on the air which are planned for the dealers—the consumer appeal is secondary. Dealers, when their interest in an advertiser's program is aroused, may be severe critics. They want more direct advertising. On the other hand, the public, through its applause letters, whether these contain bricks or bouquets, places judgment on the entertainment. It is from these two groups of responses that the advertiser gets suggestions that tend toward making his program more pleasing to dealer and public.

Pepsodent and Ipana constantly keep in mind the interests of their dealers by endeavoring to direct the consumers' steps to buying sources with such phrases as "At Your Druggists." The good-will of the dentist also is provided for.

Grigsby-Grunow has developed what is described as a color tone test for the purpose of getting people to visit Majestic dealers. The test includes the playing of certain musical instruments such as the cornet or flute and the violin or cello in a tone test. Listeners are asked to guess which is being played. They are told to go to Majestic dealers who have phonograph records of these tests where their judgment may be confirmed.

To summarize the experiences and viewpoints which have made up this series of articles, it is recognized that but little concrete advice has been offered. This is so because, as Roy S. Durstine has stated, nothing has more personal opinion about it than radio. What one authority recommends, another deplores.

When they do agree, it is on the scores that commercial credits should be brief; that they must

be announced so as to command and hold attention and perform this operation painlessly; that an advertiser's only hope to get an audience rests in his ability to provide a program of entertainment, education, or news value that justifies listeners giving it their attention; that ideas register best when put over singly and simply, and that it is just as easy to make the commercial credit attractive as to mouth a bromide.

First, the advertiser must frame a program that people will tune in on. Here he comes into contact with a host of new problems concerning the world of music and the theater, heretofore rarely related to merchandising. These have taken him from the audience to backstage. Even then there is a tremendous amount of new technique that is peculiar to the radio alone. Then, having developed a good program, he must see to it, when the time comes for his advertising message to be spoken, that the listeners are understanding it and not just aware that someone is talking. Success achieved depends upon experience and ingenuity and, as with all advertising, a knowledge of what the public wants.

To Direct Francene Advertising

Miss Roberta Yeaton has joined the executive staff of Francene, Inc., New York manufacturer of cosmetics, as advertising manager. For the present this company will continue to use newspapers and business papers in its advertising. Later on it plans to use magazine advertising.

"College Humor" Appointments

John W. Bannister, formerly with the Standard Farm Papers, has joined the Western advertising staff of *College Humor*, Chicago. Thomas Gedge, formerly with the Western office of *College Humor*, has been transferred to the New York headquarters.

W. F. Dorn Starts Own Business at New York

W. Frederick Dorn, formerly of the Johtsen-Dorn Company, Cleveland advertising agency, has started an advertising business under his own name at 131 West 38th Street, New York.

C. O. Davis with Clark Plan Corporation, Ltd.

C. O. Davis, who for the last year has been director of the bureau of public relations of the Aircraft Finance Corporation of America, has become advertising director of the Clark Plan Corporation, Ltd., Los Angeles, a recently organized investment trust. Mr. Davis, who was formerly for seven years display promotion manager of the Los Angeles *Examiner*, will continue his work with the Aircraft Finance Corporation of America in an advisory capacity.

Plans Pacific Coast Campaign on New Motor Fuel

The General Petroleum Corporation of California is planning an advertising campaign using two hundred newspapers in British Columbia, Washington, Oregon, California, Nevada and Arizona to feature its new General Ethyl Motor Fuel. Weekly radio broadcasts over a Pacific Coast network will also be used, as well as direct mail and service station display. The account is handled by Smith & Ferris, Los Angeles advertising agency.

J. P. Clarke Appointed by "Cine-Mundial"

John P. Clarke, formerly advertising manager of International Trade Papers, Inc., has been appointed advertising manager of *Cine-Mundial*, published at New York by the Chalmers Publishing Company, and also advertising manager of Chalmers-Ortega, publishers' representative of that city. He succeeds H. J. Wandless, who has joined the Gotham Advertising Company, Inc., New York.

R. E. Krathwohl with Japha Agency

Richard E. Krathwohl, formerly with the Marine Midland Corporation, has been appointed vice-president and treasurer of the Japha Advertising Agency, Buffalo, N. Y., and has been made a member of its board of directors. He will have charge of finances and production.

Leather Goods Account to Ritter Agency

Ludwig Krumm, A. G., manufacturer of leather traveling goods, with headquarters in Germany and sales offices at New York, has appointed The Philip Ritter Company, Inc., New York advertising agency, to direct its advertising account.

Beardsley-Walcott Elects R. W. Reid

R. William Reid has been elected vice-president of the Beardsley-Walcott Manufacturing Company, Waterbury, Conn. He formerly was with the Pawtucket Pressed Metal Company.



PHOENIX

THE METROPOLITAN CENTER OF AN INTEGRAL MARKET

MANY factors have contributed to the development of Phoenix as the Metropolitan Center of the integral market of Arizona.

Geographically, Phoenix is centrally located to serve the state of Arizona. Other Metropolitan market centers do not encroach upon Phoenix's area of trade—the closest metropolitan centers are El Paso, Texas, and Los Angeles, California—El Paso a distance of 435 miles from Phoenix, and Los Angeles 426 miles.

Phoenix is not only the political center—capital—of the state, but it is also the economic, social and distributive center as well.

A study was recently made of the reading habits, buying power and characteristics of the families composing the Phoenix market by Emerson B. Knight, Inc. These facts along with other market information offering a complete guide to the Phoenix market are now available through The Arizona Republican.

»THE« ARIZONA REPUBLICAN P H O E N I X

Williams, Lawrence &
Cresmer Co.

New York... 285 Madison Ave.
Chicago... 360 N. Michigan Ave.

KOTAR
INCREASINGLY
IMPORTANT
IN
ARIZONA

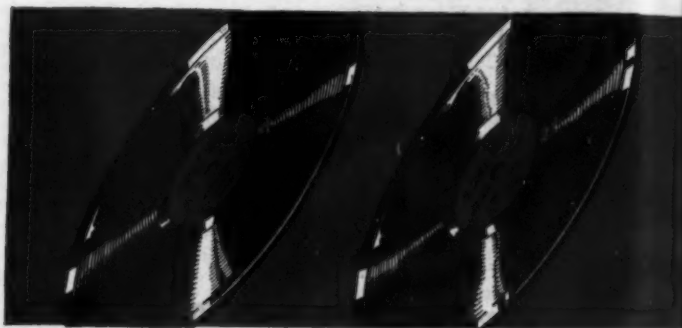
M. C. Mogensen & Co., Inc.
San Francisco... 564 Market St.
Los Angeles... 433 S. Spring St.
Seattle... 603 Stewart St.
Portland... 69 Broadway



**BOTH ARE
"O, SOLE MIO"**

-BUT

**CAREFUL INSPECTION
DISCOVERS A DIFFERENCE**



UNLESS one looks at these two records closely they might be taken for duplicates. But put them on the phonograph and the difference proves to be a beautiful vocal solo by Enrico Caruso and the other a masterful band rendition by Creatore.

To the casual observer the people one meets on the streets of Boston appear to be as much alike as these two records. In dr

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speech, in manner they all seem to come from the same mould. Look into their homes and you will find the same luxuries, the same necessities and conveniences. They eat the same foods, drink the same beverages, go the same places and do the same things. But try to sell your merchandise to all these people through the columns of any one of Boston's leading daily papers, and you will find your response is only about half of what you normally might expect.

Why? Because the people of Boston are peculiarly and infinitely divided into two distinct and un-uniteable groups. This is not a physical division. It is a division of habit, of sentiment, of point of view. It is the result of tradition, environment, education and training. Invisible to the eye it is as absolute and real a barrier as if it were a stone-wall.

Advertising, to get successful reception in Boston—America's fourth greatest market—must make its appeal to each of these groups separately. In one group you will find the readers of three leading Boston dailies. In the other you will find only the readers of The Boston Herald-Traveler.

The only way the newspaper advertiser can reach the readers of the Herald-Traveler is to use the Herald-Traveler. Its patrons do not read the other papers.

The regard in which experienced local and national advertisers hold the Herald-Traveler group is indicated by the fact that The Boston Herald-Traveler carries more advertising lineage than any other newspaper in Boston.

To completely cover Boston select first the Herald-Traveler and then one or more of the other three principal dailies.

Eight years the Herald-Traveler has been in National Advertising, including all social, automobile, and publication advertising among Boston daily newspapers.

Advertising Representatives
GEORGE A. McDEVITT CO.
New York Chicago Philadelphia Detroit

HERALD-TRAVELER



Without Premiums

WITHOUT giving away rose bushes, flags, cameras or fountain pens—

And without conducting voting contests or accepting bulk subscriptions from societies and clubs—

The Weekly Kansas City Star on editorial merit **ALONE** has attracted to its subscription lists the largest number of R. F. D. subscribers of all American farm weeklies.

The Weekly Kansas City Star.
489,978 Paid-in-Advance subscribers

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Of Course a Design Can Be Protected, But—

It Must Be Sufficiently Distinctive and Used Long Enough to Acquire a Secondary Meaning and Those Two Conditions Are Not Very Frequently Met in Many Lines.

JUST about a half year ago, a decision with regard to the protection of a product design was handed down that aroused a good deal of interest both in and out of legal circles. The case involved Cheney Brothers versus the Doris Silk Corporation. The decision was rendered by the United States Court of Appeals for the Second District.

Cheney's complaint was that Doris copied one of the popular designs of Cheney Brothers, and undercut the Cheney price. "True," said the court, "it would seem as though the plaintiff (Cheney) had suffered a grievance for which there should be a remedy." Unfortunately for Cheney, the court could find no remedy under the law and while it admitted that "It seems a lame answer in such a case to turn the injured party out of court," there was nothing else to do, in the court's opinion.

A decision just handed down would seem to the layman to be in conflict with the decision in the Cheney case because it enjoins one manufacturer of switches from making or selling a switch designed similarly to that of a competitor. This later decision concerns the McGill Manufacturing Company versus the Leviton Manufacturing Company. Let us first acquaint ourselves with the details of this case, which was tried before the United States District Court, Eastern District, and then compare it with the Cheney case.

McGill, according to the decision handed down by Judge Moscovitz, has been manufacturing a fixture switch device for about eight years. About four years ago the company added a special link to the

device—an apparently insignificant point, but it figures prominently in the case.

The Leviton company, according to the decision, has been manufacturing two devices for approximately three months "in form, substance and appearance, the same as" McGill's. "While a minute examination of the exhibits," said the court, referring to the devices exhibited by both parties to the suit, "does show some minor differences, one's first and last impressions of the exhibits are that they are, for all practical purposes and appearances, one and the same."

The court then brought out the fact that McGill has sold millions of these devices, all having the same design, shape and appearance. "Due to the distinctive shape and appearance of plaintiff's fixtures," said the court, "they have acquired a secondary meaning so that the purchasers of similar devices of this nature understood and believed them to be the manufactured articles of" McGill.

In April, 1926, McGill added a chain to the device. The design of this chain, or connecting link, was not due to any function performing requirements. In other words, a chain or link performing the same functions could be made in other shapes or designs without in any way interfering with its functional requirements. "This distinctive attachment link," said the court, "has also acquired a secondary meaning."

Continuing, the court stated: "There can be no doubt that confusion exists between plaintiff's and defendant's devices and that purchasers are more than likely to be deceived in buying defendant's devices believing them to be plaintiff's devices. There is no dispute between plaintiff and defendant as to the law that the plaintiff is entitled to recover in an action for unfair competition when the defendant, a competitor, has unnecessarily and knowingly imitated his rival's devices to such an extent that purchasers are likely to be deceived by the resemblance of the devices, and where the general appearance of the devices is prac-

tically the same unless the points of resemblance are the necessary result of functional requirements."

The Leviton company claimed that while there are many similarities existing between the devices, each of these similarities has a functional purpose. This contention the court refused to uphold. For example, speaking about the connecting chains or links, the court said: "The links used by defendant are exact copies of plaintiff's device. It cannot be seriously argued that links having distinctive appearances cannot function as well."

Accordingly, an injunction was granted the McGill Manufacturing Company pending trial of the action. The injunction enjoins the Leviton company from making or selling a device containing openings placed in the same position as in McGill's device. It also enjoins Leviton from placing ribs around the device in positions that resemble those used by McGill. It further enjoins Leviton from using links that are identical to those used by McGill. In brief, it enjoins Leviton from making and selling these devices unless they are so differentiated and distinguished in outward form and appearance from McGill's that purchasers and prospective purchasers will not be deceived.

Why, then, the layman will want to know, was Cheney unable to obtain similar protection? The answer is to be found in the differences inherent in the two types of businesses. In the silk field, a pattern is made for only a comparatively short period of time. The popularity of a pattern may be limited to a single month, and it rarely remains popular for longer than a single season. As a consequence, a pattern is not made long enough for it to become identified, in the mind of the public, as the product of a single company. In other words, it is a distinctive design *plus* usage—*long usage*—that leads to the establishment of a secondary meaning and a silk pattern is not used long enough to acquire a secondary meaning.

But with the devices made by

McGill the situation is entirely different. They have been made for years in precisely the same distinctive way. Millions of an identical pattern have been sold. For this reason they have come to acquire a secondary meaning. The consumer has come to identify the maker by the design. Under these circumstances, design imitation constitutes unfair competition which may be enjoined.

Republic Steel Consolidates Sales Offices

The sales headquarters of the Central Alloy division of the Republic Steel Corporation, which were formerly located at Massillon, Ohio, have been consolidated with the general sales offices of the company at Youngstown, Ohio, under the direction of H. M. Gilbert, vice-president in charge of sales. J. M. Schlendorf, former vice-president in charge of sales of the Central Alloy Steel Corporation, is now general manager of Republic Alloy sales. L. D. Mercer, formerly sales manager of the Central Alloy sheet division, will take over similar duties with the Republic Steel Corporation.

Frederick Dannay, Art Director, Woodrow Press

Frederick Dannay, formerly art director of The Caples Company, New York advertising agency, and, at one time with the New York office of the United States Advertising Corporation, has joined The Woodrow Press, Inc., also of New York, as art director in charge of typography.

Appoints George C. Sherman Agency

The New York Electrical School, New York, has appointed the George C. Sherman Company, Inc., advertising agency of that city, to direct its advertising account, effective June 1. Newspapers and magazines will be used.

Appointed by Advertisers, Inc.

Harold Middleton, formerly manager of the Detroit office of *Forbes*, New York, has been appointed assistant director of the media division of Advertisers, Inc., Detroit advertising agency. He was also formerly with *Farm Life Magazine*, and with C. C. Winningham, Inc., Detroit advertising agency, as space buyer and secretary.

Lincoln Hockaway with Bureau of Advertising

Lincoln Hockaway has joined the sales staff of the Western office, at Chicago, of the Bureau of Advertising of the American Newspaper Publishers Association.

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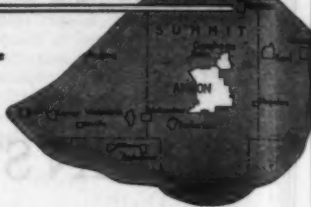
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PUBLICATIONS
Combined

There is a real reason
Write for the facts
CHAIN STORE AGE
93 Worth St., New York

The AKRONARIA

—The area of
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



VOL. II, NO. 8

MAY 29, 1930

THE TIMES-PRESS

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HEYWOOD BROUN, brilliant columnist, humorist, author. Broun's opinions of life, books, stage, screen, sports, prohibition, politics are widely read and

provoke nation wide comment.

His pen jabs you into clear thinking; his humor makes you glad. He's always stimulating, always understanding, always instructive.



JOHN A. BOTZUM,

Akron people who once read his "It Seems To Me" column in The Times-Press read it always.

JOHN A. BOTZUM, Times-Press columnist and veteran of the staff. Botzum's daily column of vivid recollections of old Akron, and his frequent and human news stories are read with keen interest and have a large following among Akron people.

Of Botzum *Editor & Publisher*, largest of newspaper trade papers, remarks: "He has a well-developed news sense and knows almost everyone in Akron and almost everyone in Akron knows him. For more than 30 years he has been writing about Akron and its people. John Botzum is the type of reporter a newspaper should not lose until he's disposed to say 'enough.'"

Broun and Botzum are just two of a score of stars who contribute daily to the enjoyment and enlightenment of Times-Press readers.



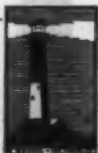
HEYWOOD BROUN

Completely satisfying a large, responsive reader-audience, thru its excellent feature writers, and thru its excellent editorial staff, The Times-Press and The Sunday Times hold the key to sales success in Akron-aria. Schedule them both in your Akron campaign and read the results in your cash register.

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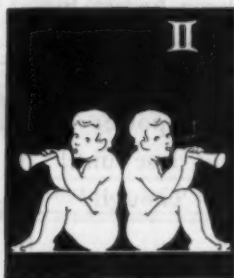
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TIME'S ZODIAC



* G E M I N I *

The sign of alertness, logic, variety.

BORN UNDER THE TWINS, CASTOR AND POLLUX

(May 22—June 22)

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| Wilhelm Richard Wagner | *Gerhard M. Dahl |
| *Douglas Fairbanks | Anselm Mayer Rothschild |
| *Charles A. Stone | Patrick Henry |
| Peter the Great | *Pres. Livingston Farrand |
| Commodore Vanderbilt | *Alfred P. Sloan, Jr. |
| *Cyrus H. K. Curtis | Robert M. La Follette |

* Subscriber to

TIME

The Weekly Newsmagazine

In Advertising Agencies' own advertising, for example, *TIME* led all other general magazines in 1929:

TIME	25 pages
Saturday Evening Post	21 pages
Literary Digest	12 pages

(For this and other Page-Rankings of general magazines, see *TIME*'s "1930 Red Book")

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Even a Quality Product Must Be Sold

The Sulloway Mills Found That a Well Conceived Selling Process Is Just as Important as a Splendid Manufacturing Process

By C. B. Larrabee

THE industrial revolution which has taken place in New England during the last few years has pretty thoroughly put to rest the theory that if a manufacturer makes a product of unimpeachable quality the public, made up of jobbers, retailers and consumers, will beat a path to his factory gate and demand the product. The public just isn't made that way.

Of course, if we are looking for case histories to disprove the mouse-trap and the house-in-the-woods aphorism, we need not confine ourselves to New England. In all sections of the country that theory has been exploded with loud bangs, not once but many times. New England, however, serves as an excellent laboratory because it presents instance after instance of manufacturing concerns, particularly in the textile industry, which, in spite of products of high quality, have been faced with slowing sales only to find financial rejuvenation in the application of modern principles of merchandising. Reorganization of production and selling policies has been a keynote in the north-eastern States during the last few years and the results are becoming apparent in the financial statements of factory after factory which a few years ago seemed on the down grade.

A most interesting case history in point is that of the Sulloway Mills, of Franklin, N. H. These mills have always made a high quality hosiery of wool and wool combinations and for years were among the most successful in their line in the country. A decade or so ago, it became apparent that business was slowing down and that, although they were by no means faced with immediate financial disaster, the mills were not

getting the volume or the acceptance that the quality of their product merited. Some kind of reorganization seemed necessary. The question, then, was how thorough and of what character this reorganization should be.

The management took stock of its assets. Physically, the mills had many advantages. Building and machinery were still in good condition and the location, in a small town, had the merit of being in a field of good labor living under pleasant conditions. Intrinsically, the product was of the same high quality that had been maintained for years. The trouble was, obviously, to be found in the selling process rather than in the manufacturing process.

Selling Is on a Two-Way Road

The first thing the management decided upon was a new view of the things that constitute selling. Hitherto, selling had been looked upon as a road upon which the traffic moved all in one way—from the factory to the consumer. The company had made the wholly pardonable and quite common mistake of putting too much faith in the idea that so long as a mill makes a high quality product the consumers will buy that product. Investigation proved conclusively to the management that selling is a road on which the traffic moves both ways and that the consumer, and not the factory, is the key to both merchandising and production.

The company makes two lines of hosiery, the Sulloway and the Franklin. Both are of equal quality although quite different in patterns. The Sulloway line is sold almost entirely direct to the large outlets of the retail trade, the Franklin line almost entirely through jobbers. This demarca-

tion does not always hold true but the exceptions are infrequent enough even yet so that they may be considered rare.

One of the first moves made was a closer contact with consumers and the trade. This meant the elimination of the selling agency, the accepted method of distribution for the New England hosiery manufacturer. The selling agency, of course, has its advantages but the company believed that if it were to accomplish its objectives it must handle its business direct with wholesalers and the retail trade.

The selling agency system was dropped overboard and after various evolutions, to be expected in a reorganization of the kind which faced Sulloway, the company finally hit upon its present system of selling the Sulloway line direct through its own selling organization and the Franklin line to wholesalers. The lines are still separate and distinct, different in style and patterns but alike in quality.

Probably the most important single decision made by the management was to gear its production policies to the demands of the trade and the consumer. Instead of telling the consumer what to buy, it let the consumer tell the mill what to manufacture.

Of course, the process is not so simple as that because any organization worth its salt must be a style leader and style leadership means not only being able to meet style demands when they arise, but also gauging consumer demand in such a manner that the company offers styles which will create demand. Basically, however, even advanced styles are determined by public preference and the best and most independent stylists have to let 1929 preferences serve as a partial guide to 1930 styles.

Today, style is a keynote in Sulloway selling as it is a keynote in the selling of many organizations. The company employs a stylist who studies every possible factor that can influence hosiery styling. In addition, the company, through other members of the organization, keeps in close touch

with what wholesalers and retailers believe will be demand merchandise. It also studies its own sales figures carefully in order to determine what styles are slipping and what are on the up grade. Thus production is keyed always to consumer demand.

In addition to style, which is something that any manufacturer in the field can attain to a greater or lesser degree, the company adds ideas, which are as individual with them as are their trade names. These ideas are the little plusses which are so important in any selling. There are, for instance, the non-shrinkable pure wools, elastic tops, ventilated feet, etc. All of these are based wholly on a study of what the consumer desires in wool or silk and wool hosiery. The elastic top, for instance, allows the golfer to do away with garters. The ventilated foot keeps the wearer's feet comfortable.

All of these improvements originated in the minds of some dealer or some consumer who said, "I wish some one made a wool stocking that didn't make my feet hot," or "Wouldn't it be a great idea if someone could make a stocking that wouldn't slip down so that I wouldn't have to wear garters that I'm always mislaying anyway?" As soon as the company senses a wish on the part of the consumer, whether that wish is expressed or unexpressed, it attempts to gratify it by manufacturing a product which will give the consumer the kind of service he wants or the kind of service the retailer knows the consumer wants.

Another consideration of the management is price. Early in its plans of reorganization the company had to make an important decision. It could step down quality and thereby step down price. This would put its products in the volume class. The harder road was to maintain quality and build production to the point where it automatically would allow the price reduction without any sacrifice of quality. It was this road the company chose.

Let's take a single line, ladies' hosiery, and see how the company's policies have been working out.

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Several years ago it made only one grade of ladies' hosiery, knit on a 33-gauge machine and made to retail for \$1.50. Obviously this single grade, no matter how good it might be, could never give the company any position in its effort to build complete service on hosiery for women.

The company decided, first, to expand the line to include several grades and thus make the line something which could be featured in selling to dealers and consumer. Today it manufactures ladies' hosiery to retail for \$1, \$1.50, \$1.65 and \$2. That is a wide enough line to give the company's salesmen and the salesmen for its wholesalers something to talk about.

More striking, however, is the fact that today the 33-gauge machines are used only on the \$1 grade, while the high-priced grades are knit on 39- and 42-gauge machines. Today, the company is able to manufacture and sell at a good profit a 39-gauge stocking of rayon and wool with a large percentage of worsted at the same price it formerly sold its 33-gauge hosiery.

I know of no more graphic example of the fact that increased volume makes possible a better product at a lower price. How the volume has been stepped up is evidenced by this little table of sales of ladies' hosiery given to me by Parker Margeson, sales manager:

Year	Sales
1928	50,000 dozen
1929	80,000 dozen
1930	200,000 dozen (estimated on basis of first quarter figures)

Last year, according to Mr. Margeson, the company increased its entire volume 35 per cent. This is proof enough of the effectiveness of the new policies.

The company has had some interesting experiences in working out its distribution policies which even now are not set into any final mold. In fact, it is doubtful if they ever will be worked out to a Mede-Persian unchangeability since modern merchandising demands flexibility.

Today, the company does not try to cover the whole retail field. It sells only to retailers listed at a net worth of \$35,000 or over with first-grade credit. With its sales force it cannot hope to go lower than this nor can it hope to cover all of its logical prospects in the \$35,000 or over class. The emphasis of its direct selling is put on the large retail accounts which really buy in wholesale quantities, such accounts as large department stores or retail buying syndicates who purchase in case lots and for whom the company can manufacture rather than serve out of stock as it does the smaller retailer.

The company is content to let the wholesalers do the selling to the smaller dealers. For instance, in one territory where the company may have three men, a single wholesaler may cover the same territory with fifty men. Obviously, those fifty men, even though they carry many other lines, can do a better job than the company can with its three men carrying one line. The wholesaler still occupies an all-important position and will continue to do so. For that reason the company's Franklin wholesale line receives the same attention in style, price and quality as the Sulloway retail line.

Occasionally, the company competes with its own wholesalers, but on an absolutely open and above board policy. For instance, several years ago one large wholesaler complained that he could not sell Franklin in competition with Sulloway. The management told this wholesaler frankly that it would continue to sell Sulloway to certain large retail accounts which were also buying Franklin and showed the wholesaler a list of these accounts which were normal direct mill buyers. Further, it pointed out that in the Franklin line the wholesaler had a complete unified line which in no way duplicated Sulloway except in quality. The wholesaler analyzed the situation, saw the point and continues to push Franklin.

"By laying the cards on the table," explained Mr. Margeson, "we created a feeling of mutual confidence which is highly important in any distribution set-up that

includes both selling direct and selling through wholesalers."

Today, there are some wholesalers who handle both Franklin and Sulloway and the company sells both Franklin and Sulloway direct to a few large retail accounts. In every instance, however, both wholesalers and retailers know what is going on and acquiesce.

"To sum up," said Mr. Margeson, "the foundation stone of our recent success has been the trade's absolute confidence in the Sulloway and Franklin lines. Without that confidence we could have traveled nowhere. Had we shifted from a quality to a price line we should have suffered badly and would have to open entirely new fields.

"The main factors in our present policy are as follows: First, high quality; second, price, that is, quality merchandise sold at a satisfactory price; third, style; and fourth, ideas.

"As yet, advertising is secondary, although we are advertising our Sulloway line to both the trade and consumers and the Franklin line to the trade. Frankly, until the present we have not been lined up so that we could capitalize to the fullest on our advertising. However, we have used advertising because of the excellent part it plays in building prestige for the line and in cutting down consumer resistance and building consumer acceptance.

"We have been conservative in our advertising appropriation because we could not go ahead with any advertising until we were sure that our other policies were right. To have advertised extensively before we were thoroughly set in our merchandising would have been more dangerous, perhaps, than not to have advertised at all. The day is approaching swiftly, however, when advertising will step forward to take its place as the fifth factor in our policy."

Joins United Grape Products

George C. Dapson, for the last twenty-five years with Armour & Company, Chicago, has been made sales manager of the United Grape Products Sales Corporation, Buffalo, N. Y.

Adopt "Say It with Flowers" Campaign Plans

Plans for the 1930-31 co-operative advertising of the Society of American Florists and Ornamental Horticulturists, advertising under the slogan, "Say it with Flowers," were adopted by the national publicity committee at a meeting at Indianapolis. The advertising campaign for the year beginning in October will be in two divisions with forty-seven magazines on the schedule.

The first division of the campaign will be a series of seven double page magazine spreads covering the seven special occasions in the year when flowers are most used. The second division of the campaign will be a national flower appreciation contest among the school children of the United States which will be announced to the children and their parents by advertisements in a total of forty-six magazines, women's, school and art publications, including thirty-six teacher magazines. This does not include the schedule of the Florists Telegraph Delivery advertising for which a separate fund is set aside each year. The Millis Advertising Company, Indianapolis, is handling the campaign.

T. A. Morgan, Vice-President, Eastern Air Transport

Thomas A. Morgan, president of the Sperry Gyroscope Company, Inc., has been made vice-president of Eastern Air Transport, Inc., Brooklyn, N. Y. He is also vice-president and director of the Ford Instrument Company and Intercontinent Aviation, Inc., both subsidiaries of North America Aviation, and of Curtiss-Wright Export, Inc.

H. P. Brown Joins Earle Ludgin Agency

Harold P. Brown, formerly with George Harrison Phelps, Inc., Detroit advertising agency and previously with Seelye & Brown, also of that city, has joined Earle Ludgin, Inc., Chicago advertising agency.

Art-In-Linens Account to Cleveland & Shaw

Art-In-Linens, Inc., New York, manufacturer of bedspreads, curtains, scarfs, etc., has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account.

J. T. Cushing Heads Boston "Daily Record"

John T. Cushing, formerly with the Hearst organization as publisher of the Washington, D. C., *Times*, has bought the Boston *Daily Record*, of which he has become publisher.

To Direct Anchor Coal Sales

A. Collins, formerly with the M. A. Hanna Company, Cleveland, has been elected vice-president and sales manager of the Anchor Coal Company, of that city.

May 29, 1930

PRINTERS' INK

89



The only
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ROTOGRAVURE

SUPPLEMENTS

Available to national advertisers in the Pacific Northwest are those which reach each Sunday, more than 140,000 Seattle Times families . . . to each of whom "Times Rotogravure" is as important a part of Sunday as is Sunday's dinner!

THE SEATTLE DAILY TIMES

O'MARA & ORMSBEE

National Representative

New York Detroit Chicago

San Francisco Los Angeles



THE BIGGEST BILL of goods

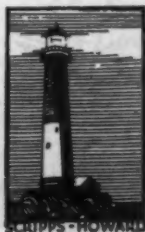
SEVEN years ago Cincinnati put its signature to the biggest single order in the history of any city . . . a reform government.

And the salesman who discovered the prospect, nursed and developed it, and finally closed the deal with the stockholders, was The Cincinnati Post.

Single-handed . . . every other newspaper indifferent or actively hostile . . . the Post led this fight against a political gang. And because the Post had the ear, and the confidence of the influential citizens of Cincinnati, the fight was won.

Today, Cincinnati has the reputation of being the best governed large city in the United States.

To understand this unusual selling job is to understand The Cincinnati Post. It is to understand that The Cincinnati Post is a vigorous, virile newspaper, strong in its convictions and with tremendous influence among prosperous, influential Cincinnatians.



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MEMBER OF THE UNITED
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and of MEDIA RECORDS, INC.



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Typical Post families: In three out of four of these homes The Cincinnati Post is read

To reach the 61 per cent of active prosperous Cincinnati that reads The Cincinnati Post, your advertising copy must appear in its pages.

Post Circulation:

1. City and suburban 143,448
2. In the O.K. Market 162,222
(Cincinnati Trading area)
3. Total Circulation 197,021

Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA



There's Your Product— But Where Is Your Advertising?

Manufacturers who know to a fraction of one per cent how much of their total distribution is secured in towns of less than 10,000 population, often have only a hazy idea regarding the amount of advertising effort they are expending in the same territory.

In far too many cases, imposing-looking schedules of national magazines and metropolitan newspapers have revealed, upon analysis, not a single publication with a legitimate claim to coverage in the small town field.

How to check your own position: Find out first of all whether GRIT is scheduled to carry your advertising (over eighty per cent of GRIT'S circulation is concentrated in towns of 10,000 or less, mostly east of the Mississippi, placing GRIT in the van of small town publications).

If GRIT isn't on your list, call in your usual advisers, call in the nearest GRIT representative, and demand to know why. The resulting discussion cannot be otherwise than profitable to you.



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WILLIAMSPORT, PA.

Advertising Representatives:
THE JOHN BUDD CO.

Books Are Different—But the Industry's Sales Problems Aren't

What Book Publishers Can Learn from Other Industries

By Ruth Leigh

SINCE the publishers-book-club controversy appeared in newspapers, a great many people who never thought about book distribution have become interested in its problems. This remark invariably crops up in all discussions: "Oh, well, you know how old-fashioned and conservative most of these publishers are."

What critics of the book publishing business have failed to realize, however, is that fundamentally the present book situation is not the result of deliberate backwardness or unprogressiveness. To be sure, a certain amount of conservatism exists, as is found in almost every long-established industry, but generally speaking, book publishers today are fully aware of important changes that have taken place in modern business. Among leading publishers the issue is not: "Shall we change our methods and policies?" but "What can we do to meet these new conditions in retail distribution, in consumer demand, in book merchandising generally?"

The most progressive book publishers recognize that they can neither stand still nor go back. Whether they approve or not, they have to fall in with the march of modern business progress, and it is to offer a few practical suggestions along this line that this article is presented.

It aims to point out to book publishers one way in which they can meet new conditions by adopting the methods used by other industries to solve the same problems. At this point, someone is

sure to object: "Oh, you can't compare books with electric toasters or hosiery or blankets. Books are different." Yes, books are different, books as literature. But books as merchandise can be considered in much the same category as toasters, hosiery or shoes.

Which brings up the first suggestion for the book publishing industry that the time has come when it must cease to regard itself as different from other industries. Books are merchandise to be distributed to the public through the most economical channels possible. If it is necessary to distribute them as nails, toasters or blankets, well and good. Let us for-

get, in short, that we are dealing with literature and see if we cannot apply a few distribution principles that fit other lines to selling more books.

In considering some of the difficulties of book distribution today, there is a tendency among publishers to blame the retailer. Publishers claim that the bookseller is slow, inefficient, backward, not aware of his opportunities. To a certain extent, this is true, because the retail book business attracts to it a class of men and women, booklovers, who, for the most part, have not the slightest idea of what merchandising really means. One trouble, then, with the small retail bookseller is lack of training and general lack of commercial acumen.

This point is laid before book publishers: In other industries, when the retail distributor has

LAST week a number of book publishers announced a new scale of low prices. Hereafter the prices of new fiction will range from 50 cents to \$1.50. This action merely serves to emphasize the accuracy of Miss Leigh's deductions. The sales difficulties of the book business are like those of any other. In striving to solve them, publishers may well take heed of the experience of industries that have shown greater advances and development.

proved inefficient or inadequate, the producers have set about to help him. This is especially true in attempts in other fields to help the independent merchant meet chain-store competition. Book publishers have been ready to criticize the bookseller but surprisingly slow in practical efforts to help him.

To be sure, they deluge the bookseller with window displays, signs, circulars, cards until the average bookstore fairly pleads for mercy. I have worked with manufacturers and retailers in many industries, but I have never seen more deplorable waste of so-called "dealer helps" in any other industry than I have in the book business. The idea behind these helps—these innumerable expensive signs, displays and circulars, is fundamentally sound. But because so many publishers have unquestioningly been satisfied that they were supplying "helps"—and let it go at that—bookstores are literally clogged with them. For years, book publishers have considered that they were assisting the dealer to sell merely by piling signs on him. They have been slow to ask themselves whether this type of help is what the bookseller really needs.

Particular reference is made to the constant stream of mail advertising material showered on the dealer. In 1929 there were 216 publishers who issued five or more books a year (over 100 per cent more firms than there were ten years ago), and almost every publisher sends out mailings to the trade of every new book of importance, of older titles, and to stimulate special promotion. In 1929 there were 10,187 new books and new editions issued in the United States. Assuming that publishers send out mail announcements to booksellers of only 25 per cent of these titles (a low estimate for the book trade), it is easy to appreciate the overwhelming amount of mail material that comes to the average bookstore. The waste is simply staggering.

Unquestionably, this angle of sales promotion merits serious study and readjustment, because

publishers themselves are beginning to realize that the bookseller receives too many mail announcements. So far as is known, there have been no steps taken in the publishing field to standardize practice along this line.

One suggestion is offered: A vast amount of waste in mailings might be eliminated if publishers attempted to distinguish between kinds of mailing to different audiences. For example, most publishers send out the same announcement to bookstores (as sales promotion), to newspapers (for publicity purposes) and to consumers (as advertising). It is obvious that no one piece of mailing matter can possibly get across its message with equal effectiveness to all three different groups with their varied interest-angles, yet that is exactly what most publishers are expecting at the present time. For instance, as a consumer, I have been on the mailing lists of many publishers, yet I am constantly receiving trade lists, catalog pages, sales promotion literature, newspaper publicity for advance release—material obviously unsuited to the consumer, yet which must represent tremendous mail expenditures every year.

In their methods of wholesale distribution, the book publishers have made notable progress in adjusting themselves to present-day marketing trends, but thoughtful sales managers may see room for further checking up their road salesmen on one point: There was a time when, in attempting to secure distribution, many large manufacturers were guilty of overloading the retailer, forcing him to buy goods, with the one idea of getting the merchandise on his shelves, without regard to whether it would sell. The modern trend, among progressive manufacturers is opposed to this method of selling. They have realized that it is to their advantage to take smaller orders, if necessary, selling the dealer only what he can surely resell to his public.

Book publishers have certainly recognized the need for selling the dealer only what they know he can readily resell, yet there is still

enough overloading of booksellers to make it worthy of comment. In discussing over-stocks and overbuying with the average bookseller this remark is constantly heard: "Oh, The—Company man insisted that I buy twenty-five of that title; he wouldn't listen to me when I said we couldn't sell that many." In a bookstore in New York State, run jointly by husband and wife, the wife told the writer that she will not see publishers' salesmen because they bully her too much into overbuying. "I let my husband deal with them; he can say 'no' better than I." Yet it was obvious that the husband's book judgment was inferior to his wife's and that he made many mistakes.

This incident is not important other than to illustrate the fact that booksellers are pathetically aware of the terrific amount of pressure put on them by publishers' salesmen—pressure that makes them buy far in excess of what they know—and some salesmen know—a store can sell. It is one of the reasons why the average bookstore is so frequently overstocked.

This sort of thing will always be a problem, of course, with road salesmen eager to secure large orders. It is stressed here because book publishers, while apparently following the modern trend to sell the dealer only what they know he can safely sell, are often over-optimistic in estimating the distributing power of the small bookstore.

Help Is Welcomed

Last year, the National Association of Book Publishers as a further step in a successful ten-year program to increase book distribution and consumption, started a field worker traveling among book stores, in an attempt to help booksellers meet advertising, selling and merchandising problems. The pathetic eagerness with which this help was received and applied in small book stores indicates the overwhelming need for educational work of this character. It was the first time the publishing industry has ever taken a definite step of this kind to help the bookseller in

a direct, personal and practical way. In this, the publishing industry finds itself conspicuously behind other fields.

The attitude of present-day manufacturers in other industries was voiced recently by the sales manager of a large hosiery concern: "If our dealers do not know how to keep our stock, it is up to us to show them. If their salespeople do not know how to sell, we must teach them. If the merchant cannot run his store profitably, it is our responsibility to educate him."

It is this point of view, this feeling of responsibility for their distributors that the book publishers have been somewhat slow in evidencing. They offer advertising signs and other dealer helps—but in actually helping the bookseller to solve his problems in a practical, workable way, in really teaching him how to sell, publishers generally have been—and still are—backward.

A Job for Individual Publishers

Most general educational work of this kind is now handled by the National Association of Book Publishers. Being an association, however, its activities are naturally limited. Dealer education is, more properly, the work of individual publishers, in direct and constant contact with booksellers because in that case it is possible to deal with specific titles and authors.

These courses are open to book publishers in solving their problems of distribution—courses successfully adopted in other industries: First, publishers can do educational work among booksellers to try to make them better merchandisers. Second, they can create increased distribution by more newly developed outlets for books in all types of stores, including chains. Third, publishers can encourage more book chains.

This article makes no claim at completeness, nor does it offer a definitely constructive program to help solve book publishers' problems. It merely urges that this "books are different" attitude be put aside in favor of studying the methods of other industries in meeting almost identical problems.

Newspaper Executives Define Local and General Rates

New Definition Marks Real Progress Toward Settlement of Vexing Problem

A LONG step ahead, looking toward the eventual adjustment of the local and national rate controversy was taken by the Newspaper Advertising Executives' Association, Inc., at its annual meeting in Washington last week.

The members went to the nation's capital with the intention of at least looking in at the Advertising Federation of America convention, which was held simultaneously with their own. But they did not even have time to go with the rest of the advertising folks to say good morning to President Hoover, and jockey for prominent positions when the group photograph with the President was taken. They wanted to discuss the momentous rate proposition and to consider ways of increasing newspaper lineage during the coming critical summer months—a time when, even under normal conditions, there is more than just a tendency to let down a bit.

Throughout the discussion of the rate problem, which was held behind carefully guarded closed doors, it was evident that P. L. Thomson, president of the Audit Bureau of Circulations, knew what he was talking about when he told the Association of National Advertisers at their recent convention that the newspapers were not going to be arbitrary over this thing; that it would be decided eventually with justice to all.

After prolonged consideration of the Association of National Advertisers' pronouncement against "any differential whatsoever"—and also of the position taken by the American Association of Advertising Agencies, it was decided that the most important preliminary was an accurate definition as to just what constitutes local and national newspaper advertising. Accordingly, the association adopted what it called "a brief standard re-

vision defining general and local application of newspaper advertising rates." This will be submitted to the American Newspaper Publishers' Association with the



(C) Bachrach

Don Bridge

recommendation that it be made a part of the fundamental law governing the newspapers' relations with advertisers. It follows:

Newspaper rates are better designated as retail and general, rather than as local and national.

An advertiser shall be entitled to retail rates only when he sells direct to the consumer through one or more retail stores which he alone owns and controls.

If the retailer named also is territory jobber, wholesaler or distributor the advertising is not local retail copy.

Retail rates apply to co-operative advertising confined strictly to a group of bona fide retail advertisers provided advertising is paid for by the merchants involved.

General rates apply to all co-operative advertising where both general and retail advertisers are involved.

General rates apply to advertising over signatures of two or more retailers, of separate ownership, offering product of same manufacturer.

General rates apply to all advertising other than that of strictly

"To Bribe or Not to Bribe"

AN article under this title, which appeared in the May issue of "The Rotarian" has proved of great interest to business executives concerned with selling policy, and we have received many requests for copies.

The issue of the magazine containing this article will be gladly sent you—without obligation—on request.

The advertising in the June issue, just closed, exceeded by 36% the volume in the corresponding issue last year.

The Rotarian

211 West Wacker Drive, Chicago

Harvey C. Kendall, Business Manager • Member A. B. C.

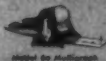
SELLING COSTS ARE LOW CASH THESE "PAID"

DO YOU KNOW YOUR MARKET?

We have developed Multigraph equipment to meet the special requirements of today's conditions which put a premium on selective selling.



Lever Addresser



Model 100 Multigraph

The

ARE LOWER . . . WHEN YOU THESE "PAPER PROFITS"

"Paper profits" mean "cash" in Multigraph language because the Multigraph can take a piece of paper and turn it into the sort of sales contact that puts currency into the till. At one revolution of the drum an Addressing Multigraph writes a letter, fills in a perfectly matched name, address, and salutation, adds a personal signature, and addresses the envelope.

The Addressing Multigraph, together with the Compotype, Multigraph Address Plates, and kindred equipment, makes it a simple matter to reach selected groups of customers with sales material developed to meet individual conditions in a specific market.

Let a Multigraph representative tell you about it. Consult your phone book or write—

THE AMERICAN MULTIGRAPH SALES COMPANY
1800 EAST 40th STREET CLEVELAND, OHIO
THE MULTIGRAPH SALES COMPANY, LIMITED
137 Wellington St. W., Toronto, Ontario



MULTIGRAPH Line

33 WAYS

American Multigraph Sales Co.,
1800 East 40th Street,
Cleveland, Ohio.

Please send me a copy of your
new guide to Multigraph applications,
"33 Ways."

Name

Business

Address

City

Stamps

contribute nothing to advertising returns

THE stamp on your mailing piece is a ticket sold to transport your message. It costs money—especially when it is multiplied by thousands of units. This stamp money contributes nothing to advertising returns.

Anything that cuts your stamp bill will mean more dollars for printed pieces. Warren's Thintext does that—gives you the maximum in square inches of paper background with minimum weight and bulk.

Thintext is light. It has unusual strength—yet it is only $\frac{1}{8}$ as heavy as ordinary coated stock. Halftones and text gain new effectiveness and beauty on its smooth, velvety surface. Weight is banished, saving mailing costs . . . yet clean-cut, sharp reading qualities are preserved.

Thintext does not involve the difficulties sometimes encountered in printing and binding thin papers. Thintext takes color excellently, binds well, folds smoothly, lies flat, and is sufficiently opaque so that printing on the front will not make printing on the back hard to read.

The whole story is in our booklet, "The Warren Standard." It shows you many samples of the fine results others have achieved with Thintext. It is an instruction book for your printer as well. Show it to him. It's free. Please send for it. S. D. Warren Company, 101 Milk St., Boston, Mass.

WARREN'S THINTEXT

bona fide retailers, selling at retail exclusively, paid for entirely by themselves and offering goods or service to the consumer at outlets owned by themselves, without reference to whether the copy is placed direct or through an advertising agency.

In other words, if advertising is strictly retail it may be paid for at retail rates; otherwise general



Alvin R. Magee

rates should apply. It will be observed that the statement avoids defining in detail the various classifications of general advertising. The omission was intentional, the idea being that it would be better to have a clear understanding of what is meant by local advertising, and to consider everything else general.

But, after sitting for hours around the council tables in the main assembly room of the United States Chamber of Commerce, the members could see it no other way than that some sort of differential between the two classifications should prevail. While this view was accepted in principle, there was no disposition arbitrarily to set forth any particular rate, this being recognized as a matter for negotiation between the individual newspaper and the advertiser.

This action of the newspaper executives, of course, does not dispose of the rate matter so far as the newspapers are concerned; the

final word must be said by the publishers. Nevertheless, it was felt that some real progress had been made toward a settlement that will be welcomed by advertisers and publishers alike.

The rate matter, while recognized as the most important topic before the meeting, was only one of more than fifty questions that were discussed. The members had submitted in advance queries about subjects in which they were interested, and there was an interchange of ideas and experiences that brought some interesting and valuable reactions.

There was, for instance, the chain store and its relationship to the local retailer. Should the newspaper accept chain-store advertising, or should it choose to cast its lot with the home town dealer exclusively? Should it allow the latter to dictate its policy toward chain stores?

To get light on these and similar questions, the association brought in R. W. Lyons, executive vice-president of the National Chain Store Association, who made a speech proclaiming the chain store as strictly an economic development, and therefore to be accepted as part of the country's economic setup. He agreed, however, that the newspapers had a right to insist that the local chain store—which he described as being a part of a merchandising development that started back in the sixteenth century—should be a good citizen of the community.

Arguing from the premise that a retail store is justified only by its ability to perform a public service in the economical distribution of merchandise to the consumer, Mr. Lyons reached the conclusion that the chain store is a constructive force in at least these three directions:

1—It is a consistent advertiser in bad times as well as good; it is the largest single buyer of newspaper space, having invested \$200,000,000 in that medium last year.

2—It widens a town's trading area.

3—It gives to the consumer the money-saving benefits of scientific distribution.

The newspaper executives agreed, in the subsequent discussion, that the newspapers should keep out of the present fight between chains and independents and that they should not deny advertising space to the chains at the request of the independents.

"The local dealers in our town emulate rather than fight the chains," said A. L. Shuman, vice-president and advertising director of the Fort Worth *Star-Telegram*, "and we keep out of the fight by turning down all copy which in any way criticizes or abuses a competitor, regardless of its source."

Other members declared the chief offenders in the way of using objectionable copy were the local dealers.

"With the exception of Clarence Saunders' advertisements attacking W. K. Henderson," said one, "I have never seen any chain institutional copy that was in any way offensive."

Like all the other business organizations meeting these days, the newspaper executives wanted to know about business conditions—what could be expected and whether conditions were as bad as some people think.

Expert counsel on these points was brought in by John Moody, president of Moody's Investors Service, New York, and Frank Greene, managing editor of *Bradstreet's*, New York.

Mr. Moody, in discussing "Where Is American Business Going in 1930?" said this is a time to face facts as they actually exist and not try to paint them in colors.

"While business at the present time," he said, in effect, "is not appreciably better than earlier in the year, it by no manner of means can be said to be worse—which, of course, is a comforting thought. Reasoning in logical processes, and without any attempt to prophesy, I believe that the next few months will remain substantially as at present, but that by September 1 the upturn will commence. From that time on, the improvement will be steady; and by next January or February conditions will be normal and healthy."

Mr. Greene, agreeing in principle with Mr. Moody, called attention to the desirability of having a proper statistical base on which to compute sales figures.

"We experience discomfiture now," he suggested, "because we are making our comparisons with the crest periods of the spring of 1929, and we therefore declare conditions are not good. By next fall, however, we will be comparing our then records with the lower marks of the fall of 1929, and will inevitably gain encouragement from what the figures show."

"It might be added that something similar to the more recent stock market ebullitions and apparent hesitation in leading industries has been met with during rallies from depressions in earlier years, sometimes arousing doubts as to the reality of actual improvement already shown. These should not be treated too seriously and one may, probably, safely counsel the business world to look the situation over at the mid-year carefully for signs of future trade and industrial promise. It really seems taking counsel of our fears to doubt that things in the last half of the year will show a perceptible gain over the first half of this year and the last half of 1929 and that the country will be doing business 'at the old stand' well within the twelve months to come."

From the chain store, the discussion passed on to radio. Some perturbation was expressed at what was declared to be the "amazing growth" of radio as an advertising medium. Was this going to become a dangerous competitor of the newspapers?

"Radio is not going to interfere with the newspaper," declared Lew Hahn, president of the Hahn Department Stores, another guest speaker. "I say this because radio is not essentially an advertising medium. It is not a real advertising medium because it is an instrument of amusement; no institution with amusement as its chief forte is of much use in advertising merchandise."

"The newspaper, in contrast to radio, is most decidedly a responsible institution. This is so be-

cause the newspaper informs, instructs and educates as well as amuses. The radio, as an advertising medium, has grown far beyond what its intrinsic value represents, and there is bound to be a reaction."

Mr. Hahn regards the newspaper and the department store as natural allies "because they both want to build the town. Both must know the public's buying habits. Both must live the life of their community, inasmuch as they are civic institutions reflecting the life of the people. For this reason, a thoroughly good town is one that has good stores and good newspapers."

In the truth of all this, according to Mr. Hahn's view, was the basis for his conclusion that "the newspaper is a unique institution in the community and not in competition with other advertising mediums."

Mr. Hahn was one of the outside speakers brought in to tell the newspapers their faults. Another was Duane Wanamaker, vice-president and advertising manager of the Grigsby-Grunow Company, Chicago, manufacturer of the Majestic radio. For good measure, Mr. Wanamaker brought along his advertising agent, Hays MacFarland, president of the Hays MacFarland Company, of Chicago; and they did an effective team job in presenting their case to the newspapers.

"What we most need," said Mr. Wanamaker, "is an improvement in the type of solicitation; the present type is in a rut. I don't care so much about how much circulation a representative's paper may have; I can find this out for myself, and the chances are I know it anyway. But what I would like to have him tell me right now is how and why radio business has dropped off in his territory, and to give me facts and figures. The newspapers can do a great job right now in helping restore public faith in the radio business—something the public has been losing. But solidity and stability are coming back."

Mr. Wanamaker announced that his agency had decided to give "the finest cup you ever saw" to

the newspaper which, during the coming year, should do the most constructive work in inducing retailers to run radio lineage.

Mr. MacFarland, after voicing some rather pungent criticism, unhesitatingly gave the newspapers credit for making the investigation resulting in Majestic's present "Colorful Tone" campaign—which, he said, was the first real theme to appear in radio advertising.

"Without the service of the newspapers," he said, "this campaign would not have been. The newspapers which do the most intelligent job of local solicitation—meaning selling the dealer on radio advertising—will get our lineage."

Turning to a discussion of their own advertising problems, the newspaper executives heard Clarence Wagener, promotion manager of the Baltimore Sun, talk about newspaper promotion. The purpose of such promotion, he said, is not to bring in immediate business but to promote good-will among readers and advertisers. The mediums for such promotion he listed as follows:

"1—Your own paper. Give your advertising a preferred position occasionally, and do not use it to fill holes. *Run it only when it has a real message for the reader.

"2—Other newspapers and business papers. The very best copy is none too good for your newspaper advertising. The theme of this should be why your community is a good business center.

"3—Radio? Yes, when your paper has its own station. As to whether the expenditure is justified, this is to be found out.

"4—Direct mail. An occasional mailing is recommended, but no extended campaign."

Mr. Wagener said the appropriation for promotion should be based upon the newspaper's net earnings.

Major I. D. Carson, of N. W. Ayer & Son, called on the newspapers to help the agencies advertise advertising.

"The function of the advertising agency," Major Carson said, "is the intelligent control of public

opinion through the application of advertising. The newspaper's editorial department can forcefully and legitimately aid in this work."

Paul E. Murphy, advertising manager of Frederick Loeser & Company, Brooklyn, N. Y., spoke in behalf of "More Horse Sense in Copy." As he saw it, there is too much of a tendency now to worry about technique, whereas there should be a study of how to get more of the news element into the advertising.

Don Bridge, advertising manager of the Indianapolis *News*, was unanimously elected president of the association, succeeding L. M. Barton, advertising manager of the Chicago *Daily News*, who declined re-election after having served two terms. Alvin R. Magee, of the Louisville *Courier-Journal* and *Times*, was elected vice-president. These directors were chosen: Mr. Barton; Carl P. Slane, Peoria *Journal* and *Transcript*; Fred Archibald, Omaha *World-Herald*; Col. Leroy W. Herron, Washington *Star*.

There is yet a secretary to be selected by Mr. Bridge. Irving W. Buntman, advertising manager of the Milwaukee *Herald*, has been secretary for two years and the members wanted him to continue. He felt obliged to decline because of press of business on his paper. PRINTERS' INK wired Mr. Bridge at Indianapolis (he was not present at the meeting because of recent illness), asking who the new secretary would be. He replied: "Election as president so unexpected that have been unable as yet to give thought as to new secretary."

The Shuman trophy for the best example of local advertising achievement was awarded to William F. Johns, advertising manager of the St. Paul *Dispatch* and *Pioneer-Press*. This prize, which consists of a cup and \$100 in cash, is contributed annually by A. L. Shuman of the Fort Worth *Star-Telegram*.

Mr. Johns generously ascribed full credit for the conception of the prize winning idea to the youngest member of his staff, a former student of Columbia University.

He did not give the young man's name, possibly thinking somebody might offer him a job.

"To this young man," Mr. Johns said in his speech of acceptance, "goes the \$100 which Mr. Shuman has contributed. As to the cup, this will have a permanent place on my desk and I shall be proud to have it."

Honorable mention for campaigns submitted in the Shuman competition was given the New Orleans *Times-Picayune* and Milwaukee *Journal*.

Dodge Brothers Appointments

A. C. Downey, John R. Lee and W. J. O'Neil, all of whom have been with the Dodge and Chrysler corporations for a number of years, have been appointed vice-presidents of the Dodge Brothers Corporation, Detroit. Mr. Downey will take over the work of assistant general manager; Mr. Lee will have charge of Dodge commercial relations and Mr. O'Neil will have charge of all manufacturing in the Dodge Brothers plants.

Following these appointments, Charles W. Matheson has become directly associated with J. E. Fields, vice-president in charge of sales of all Chrysler divisions. A. Van Der Zee, who has been general sales manager of the Plymouth Motor division, succeeds Mr. Matheson as general sales manager of Dodge Brothers.

To provide dealers with closer factory contacts, W. M. Purves has been named passenger car sales manager; W. S. Graves, truck sales manager, and A. H. Ferrandou, bus and motor coach sales manager.

R. H. Tewksbury with Philadelphia Sign Company

R. H. Tewksbury, formerly with the Richards Advertising and Sign Company, Syracuse, N. Y., and, more recently with the Flexlume-Strough Corporation, of that city, has joined the sales staff of the Philadelphia Sign Company, Philadelphia.

To Represent "Parks and Recreations"

Hallett E. Cole, Los Angeles, has been appointed Pacific Coast representative of *Parks and Recreations*, Minneapolis. The magazine, now a bi-monthly, will be published monthly beginning in September.

Appoints Millar Agency

The Municipal Service Corporation, Los Angeles, has appointed the Millar Advertising Agency, Inc., of that city, to direct the advertising of its Howard H. Jones Collegiate Football Game, an indoor game. Direct mail and magazines will be used.

, 1930

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Meet the NEW Modern PRISCILLA

HOME-MAKER ● HOME-MANAGER ● HOSTESS

Advertising

is the **NEW** *Modern*
the young Matron

Her age? 20-35. . . . Location and purchasing power? Coast-to-coast in the prosperous "buying belt" of American homes. . . . Her personality? Alert, intelligent—quick to appreciate new things—to try new methods, new products. . . . Her needs and desires? As a home-manager, hostess, mother, she wants every aid to health and beauty—every nourishing food.

The NEW Modern Priscilla—the Modern

Modern Priscilla—modernized, with new editorial policy—answers the young housewife's desire for information on home-making subjects. Thus the Modern Priscilla appeals directly to the young Matron—advertising's chief market for every product related to the home. Your advertising reaches this responsive market in an environment and a mood of receptiveness—at home, reading a magazine effectively.



The new **MORNING**

BOSTON NEW YORK CHICAGO SAN FRANCISCO

ng BEST MARKET EW Modern PRISCILLA uin Matron of Today

purchasing food—every labor-saving device and method
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Her pe comfortable home. . . . Her magazine? The
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scilla—the Modern Home-Maker's Magazine

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a mood ood” magazine, Number One on your list
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ORN PRISCILLA

CHICAGO SAN FRANCISCO LOS ANGELES

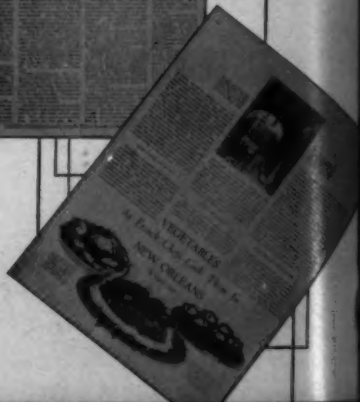
Its Pages tell its new STORY

From month to month these and many other topics are discussed in the New Modern Priscilla. • Decoration and Home Furnishings • Foods — Cooking — Nutrition • Fashions — Dress — Accessories • Home Building and Home Remodeling • Gardens and Gardening Information. • Entertaining — What To Do — What To Serve • Child Care — Feeding and Clothing • Home Management — Modern Housekeeping •

All departments are authoritative and all articles are practical and instructive. They supplement your advertising — make suggestions which can be carried out only with the help of advertised products.



The NEW MODERN PRISCILLA





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How "Repetition" Illustrations Are Made

Duplicating the One Theme, Time on Time, in Order to Emphasize an Advertising Argument

By W. Livingston Larned

ON its twenty-fifth anniversary, Old Dutch Cleanser lined up that number of bustling, hustling figures of the little sabot-footed Holland girl, and ran them off into the perspective, until they all but disappeared on the horizon. It is a scheme often followed by this advertiser, and with good reason.

The advertising character appears as a very important feature of the container label and has always been enlarged upon in all of the advertising for this product. The little Dutch girl is a "rememberable" picture idea, and, unlike so many advertising characters, really means something, when one stops to reflect upon the fame of the people of the Netherlands for their household spotlessness.

Repetition, it has always been said, is an excellent factor in advertising. People hold in their minds that which has been said over and over again. Why not, then, the same idea applied to illustrations?

In some Old Dutch pictures, the wee Dutch lass is pictured busily at work in every nook and corner of a home. Or she may bustle, in duplicate, through an entire village, hundreds of her, each figure identical, and always "chasing dirt." How to produce and to compose such illustrations is another story. They are not always easy to create, it might be mentioned at the outset.

In the first-mentioned Old Dutch illustration, the line of Dutch girls starts off with a fairly large figure

in the foreground and they taper away, into the distance, until the last one is a mere dot against the poster background of blue.

The most difficult method of producing a picture of this kind would be to draw every figure separately. But it isn't easy by



There Is an Eye Attractiveness About This Couture Laboratories Illustration That Demands Attention

any means. Yet sometimes it is absolutely necessary; there seems to be no other way. Then again, there are simple schemes which may be employed to simplify the problem vastly. And I shall describe them, briefly.

Take the line of Dutch girls, in perspective: If they tapered off rather abruptly, one drawing could be made of the figure, and photographic copies of it made, in sets of three, grading down to the smallest. These prints could then be mounted in place, and while each set of three would be the



A Unique Use of the Repetition Idea as Applied to a Trade-Mark Illustration

same size, the eye would not question the fact that the tapering process was a little faulty. In other words, from a single original, all of the artwork can be produced and it becomes no more than a matter of planning the perspective and pasting up the individual prints.

If the problem of perspective does not enter into the composition, then it is quite easy to duplicate units, and again the photographic print from a master original, is the answer.

There may be a few complications. Suppose the specifications of the layout call for a border of packages, in lines, or a row of them, across the page, from side to side. In this case, the artist makes a silver-print pen drawing of the container, and from this the necessary duplicates are produced. There is no problem. It becomes merely a matter of silhouetting and some paste or rubber cement.

But if the same container must be reproduced, in facsimile, a dozen or more times, either same size, or going back into the perspective, the photo prints may not reproduce as sharply as the original retouched camera study which

serves as the pattern. Nevertheless, these individual prints are made and mounted in place, whereupon a retoucher must go over them, sharpening contrasts and brightening them a bit for the plate-maker.

It might transpire that the illustration called for a strong package or so in the foreground and the others fading off into distance, until they were mere shadows. How could this be done?

In line, it would mean Ben Daying the background packages in print form, on the plate, or it could be done, in white stipple, on the original drawing. A half-tone screen might cut the full strength of the smaller perspective pictures.

In the case of halftone, it would only be necessary for a retoucher to spray, with air brush, the prints, regulating the tone values to suit himself.

But where the illustration is in full color, and the exact colors of the package must be shown, in each and every showing, the problem is somewhat more involved, for the artist must, as a matter of fact, color each print separately. And no small task it is, be assured.

Now that color photography has become so popular and its difficulties smoothed out, objects may be posed, in duplicate, in perspective, and the camera does the rest.

There is nothing complicated whatsoever in the background pattern made up of one object repeated over and over again. From the one negative, as many prints are made as are necessary, and these are silhouetted and mounted against various types of solid color in black or gray. It may seem a complicated process but it isn't.

The duplicate pattern-design illustration is singularly interesting and the eye is invariably drawn to it, for a reason not easily analyzed. A single showing of a homely product might make a poor advertising picture, whereas this object repeated, over and over again, especially in diminishing size, will



A Clever Visualization of the Statement That Millions of Wm. Penn Cigars Have Been Sold

bring about an illustration that composes well and excites curiosity.

It frequently occurs that an advertiser wishes to emphasize the number of articles sold, or the country-wide distribution of his product, in which case, these studies in perspective are of obvious value, pictorially.

If it is wished to visualize the fact that more than "100,000,000 cigars were sold in 1928, above the 1925 record," hands of smokers, holding cigars, running back into perspective, until they disappear, picturize that statement in the most dramatic manner available. The eye manages to absorb something of the significance of mere figures, whereas mere mathematics might not succeed to any appreciable extent.

It would be futile to attempt actually to draw illustrations of the more intricate type, as opposed to the photographic method, for no

artist could hope to arrive at the same results, without an agonizing expenditure of time and patience. If a line of fifty typewriters were to be incorporated in a perspective illustration, each one a little smaller than the one preceding it, until, at the far end of the line, the machines were a

quarter of an inch in size, how could a pen or a brush do justice to all this delicate and subtle detail? The expense of making separate prints from the one master-original would be immeasurably less than art costs for so many separate drawings.

It may be necessary, in a subject of this character, to treat an original drawing individually for different groups or sets of reproduction. Thus, the original used for foreground showings might not be vigorous enough in its contrasts for the smaller, distant showings. But the artist can accomplish this with ease. It merely means intensifying his blacks and whites, between each set of negatives.

If perspectives change, then a subject must be photographed a number of times under varying conditions. For instance, packages of breakfast cereal are shown from the foreground, in large size, disappearing over the hills and down dales. In some places the top of the package would be shown, and in others the eye would look up at the package. This would, of course, necessitate as many separate photographs as there are changes in the perspective.

There are other interesting problems involved. A trade-mark, with letter, in duplicate, forms a path running to the horizon. But even the first showing, in large size, is as if spread out upon the ground and is in perspective. It must be obvious that the set of photographs in all sizes could not be made from the conventional straight-on drawing of that trade-mark.

The artist would be compelled to make one original drawing, in the correct perspective, and from this the graded-down sizes could be

camera-made. The one perspective drawing will serve for a dozen different graduating proportions and the path would match up perfectly, once the side lines were correctly established.

Advertisers do not always realize what can be accomplished with photographic reproductions, in different sizes, from the one original, and are likely to suppose that such illustrations are prohibitive to produce, because each object is to be drawn as a separate unit, time after time.

Suppose you desired an original illustration which would feature a clenched fist, and the same fist, shown large in the foreground, and then, duplicated faithfully, a dozen or more times, until the fists in the background were quite tiny.

The camera would accomplish all of the difficult work and there would be little indeed for the artist to work upon as we shall see. A hand is posed in a clenched position and this original is duplicated, perhaps ten times, in smaller sizes. Mounting these prints against a gray background involves no art difficulties of any kind, yet to one who does not know how the result is achieved, considerable mystery attaches to the final result.

A magazine reader was very much perplexed by a trick picture showing a long street, on both sides of which the same identical cottage was shown, at close intervals. In other words, it was a street made up, not of different houses, but the same one. The illustrations seemed singularly realistic, as if the camera had managed to find an actual community in which the same cottage was reproduced to the tune of at least forty.

But this picture was achieved by first making up a careful perspective sketch in pencil as a working guide for the photographer, who then made separate exposures for the various perspectives, some six in all. They were then printed in duplicate and mounted into an actual photograph of a street. But this street, as taken, was entirely void of houses of any kind. A small amount of retouching, where

the prints overlapped, completed a singularly unusual subject. Yet the art costs were comparatively small, as handled in this manner.

In practically every case, it is expedient to make the initial layout in pencil. To do it otherwise would be to complicate the task greatly.

Thus it will be seen that although the subject is in line, and not in halftone from camera originals, photographs serve equally well in building the perspective illustration. The difficult part, if any, comes in when an artist must mount these separate prints into his composition.

W. N. Potter to Direct United Motors Service Sales

W. N. Potter has been appointed director of sales of United Motors Service, Inc., Detroit, Mich. He has been with United Motors for the last eleven years and has been assistant to the director of sales. W. G. Hinnau has been appointed sales manager. He has been with the company for the last ten years and, up until a year ago when he joined the general offices of the company at Detroit, was branch manager at Los Angeles.

Appointed by Cleveland Radio Station

W. W. Smith, formerly manager of radio and dealer advertising of the Firestone Tire & Rubber Company, Akron, Ohio, has been appointed to the newly created post of assistant manager of radio station WTAM, Cleveland.

Hotel Accounts to Carter Agency

The St. Moritz Hotel, The Dixie Hotel and The Buckingham, all of New York, have appointed Carter Service, Inc., advertising agency of that city, to direct their advertising accounts. Newspapers and direct mail will be used on these accounts.

Coulter McKeever with "The American Weekly"

Coulter McKeever, for fourteen years with The H. K. McCann Company, has been appointed to represent *The American Weekly* in the territory north of Bakersfield, Calif.

Appoints Gotham Agency

The Antidolor Manufacturing Company, Inc., New York, has appointed the Gotham Advertising Company, of that city, to direct its foreign advertising.

THE Richmond News Leader



THE thorough manner in which the **NEWS LEADER** covers its territory is unique among the newspapers of America.

Richmond reads the **NEWS LEADER**. It is in 98 5-10% of all Richmond homes every evening. This intensive coverage of a most productive market is a most economical "buy" for the advertiser.

Represented
Nationally by :

DAN A. CARROLL
110 E. 42nd St.
New York

SAWYER-FERGUSON
Palmolive Bldg.
Chicago

The RICHMOND NEWS LEADER
VIRGINIA'S GREATEST NEWSPAPER

Picture This Market!

Over 25,000 subscribers—all buyers of merchandise—in those stores doing better than 70 per cent of the retail department and dry goods store business of the country.

THIS is a market to stir the imagination of any mill, manufacturer or merchandise distributor.

The business flows from this great market to those who intelligently seek it, cultivate it and sell it.

To such sources of supply a definite merchandise demand can be measurably directed by constructive and consistent use of the advertising pages of—the NEW Dry Goods Economist—published monthly beginning with July—the first monthly issue appearing June 25th.

This new type publication will command the deep and serious reader interest of department store executives, merchandise managers, buyers and merchants.

It will be pertinent, factual and purposeful in editorial character.

It will be new in size, attractive and colorful in make-up and with idea-illustrations.

The new DRY GOODS ECONOMIST guarantees

It will stimulate more resultful merchandising.

It will guide the advance planning of retail operations.

It will indicate the changing fashion trends which vitally affect every department—a vital retail problem of today.

It will be national in its appeal—as merchandise generally and retail problems as well are fundamentally the same in Maine or California.

And again the same whether the store does a business of \$50,000 a year or \$50,000,000.

The NEW Dry Goods Economist will combine the subscriptions of the present Dry Goods Economist and the National Dry Goods Reporter, giving a guaranteed circulation of more than 25,000, representing a buying power of more than 70 per cent of the dry goods and allied lines distributed in the United States.

**THE NEW ECONOMIST WILL DOMINATE
THE NATIONAL MARKET IN THE DE-
PARTMENT AND DRY GOODS STORE
FIELD.**



DRY GOODS ECONOMIST
239 West 39th Street
New York

a net paid circulation of more than 25,000

Keeping Young America's faith



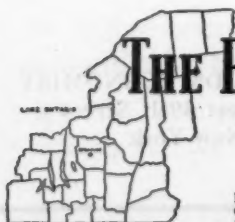
Teams in The Post-Standard Baseball League

Syracuse	-	-	9 Teams
Ithaca	-	-	2 "
Auburn	-	-	2 "
Solvay	-	-	2 "
Cortland	-	-	1 Team
Groton	-	-	1 "
King Ferry	-	-	1 "
Liverpool	-	-	1 "
Sherrill	-	-	1 "
East Syracuse	-	-	1 "
North Syracuse	-	-	1 "
Cazenovia	-	-	1 "
Jamesville	-	-	1 "
Fayetteville	-	-	1 "
Camillus	-	-	1 "
Skaneateles	-	-	1 "
Marcellus	-	-	1 "
Jordan	-	-	1 "
Split Rock	-	-	1 "
Tully	-	-	1 "
Baldwinsville	-	-	1 "
Amber	-	-	1 "
Oswego	-	-	1 "
Phoenix	-	-	1 "
Fulton	-	-	1 "
Central Square	-	-	1 "
Pulaski	-	-	1 "

The Post-Standard Amateur Baseball League is the talk of all Central New York.

Sponsored by this newspaper and organized into the strongest and most active amateur league in America, The Post-Standard Baseball League is doing a splendid job for the youth of its large territory.

You can easily imagine the interest of the readers of competing towns and cities in the sport pages of The Post-Standard. These teams have their followers too — young and old.



THE POST-STANDARD

Syracuse, N. Y.

PAUL BLOCK, INC.
Representatives

New York
Chicago
Detroit

Philadelphia
Boston
San Francisco

DAILY 61,222 NET PAID

SUNDAY 69,879 NET PAID

"Reaches the *Buying Power* of Central New York"

Give Industry a Chance to Regulate Its Own Wages

The Wages of Individuals Are Maintained Collectively—Why Not the Wages of Business?

By Gordon C. Corbaley

The American Institute of Food Distribution

[EDITORIAL NOTE: In an article entitled "Profits Versus Price Cutting" that appeared in the March 13, 1930, issue of *PRINTERS' INK*, Rudolph Zinsser, secretary-treasurer of William Zinsser & Company, made a plea for permitting business to act in concert to eliminate the ignorant price-cutter. Said Mr. Zinsser: "The leading concerns in a score of industries believe that right now, during this period of severe depression, the Government should help, encourage and advise associations and institutes in correcting abuses and unsound practices. . . . Business, at the present time, is without protection from the ignorant or deliberate price-cutter, and the penalty which it pays for this lack of protection is depression and unprofitable price levels."

The article that follows, which appeared originally in "Facts in Food Distribution," published by The American Institute of Food Distribution, carries Mr. Zinsser's plea a step further.]

NOW that cheap money over a period of several months has not brought an immediate return of full prosperity, there is developing a pretty general agreement that American business can be brought back to normal only through the return of full employment.

It is unfortunate that a certain measure of hysteria has crept into our attitude, making a somewhat difficult situation worse and that a large number of exaggerated rumors have been circulated about unemployment in this industry or that business.

As a matter of fact, there is some foundation for these reports. Unemployment is more than normal and a few industries have suffered severely.

But from the standpoint of basic business conditions, the labor situation is being remarkably well maintained. Most businesses are holding a maximum number of their employees, and only a few hundred thousand more men and women than normal are without

fairly regular work. By general agreement among the larger corporations wage cutting is being held to a minimum.

While this situation is not alarming, there is another situation in our economic structure that demands serious attention. There is a large body of our national earning capacity regarding which the following sensational statements might properly be printed:

"Unemployment in the United States today is many times greater than is being admitted in financial surveys or stressed in newspaper headlines."

"This lack of opportunity to sell services is developing so large a measure of wage cutting as to indicate a delay in the return of normal prosperity."

The unemployment that might be described in these words is not that of individual labor. It relates to the functioning of the great producing and distributing organizations which make up the structure of business.

In sugar, meats, canning, and practically every other field of food supply we have available to serve us far greater capacity than we can keep occupied and we are letting the individual businesses, each seeking to keep its excess capacity fully occupied, cut prices so ruthlessly as to make a great interruption of balanced prosperity. We have used intelligence in controlling the cutting of wages paid to men and women but we have not used equal intelligence in regard to the compensation needed by business organizations.

The difficulty with this situation is that business leaders, economists and the powers at Washington have recognized the importance of maintaining individual consuming power but there has been practi-

cally no recognition of the great necessity for maintaining the consuming power of the business enterprises which must use so large a percentage of our industrial output if we are to have balanced prosperity.

By reason of the immense financial strength of the United States and the farsightedness of President Hoover and the co-operation that commercial leaders have extended to him in keeping business as usual, we are progressing through a period of adjustment with little financial distress and a surprisingly small decline from normal business. Cheap money is encouraging building and many broad projects that were delayed. Apparently we are in process of slowly getting the adjustments between lines of industrial occupation equalized in such a way as to progress by fractions back toward normal conditions.

Economists are generally agreed that this progress can be speeded by initiative along the lines where it is now developing and by doing constructive things that will raise the purchasing power of groups such as the farmers and that we possibly may be able materially to accelerate the movement by finding new expansion programs that will again speed the automobile, radio, refrigerator and other industries which have been supplying so much of our increased employment.

But isn't it possible that we could materially accelerate this entire movement if we recognized the impairment to consumption developing from the failure of most industrial organizations to keep themselves profitably employed?

No exact figures are available as to how much of our present production is normally used by the business organizations in the operating details of their functioning and especially are there no figures as to how large a consumption could be developed from these organizations if they were so reasonably well paid as to feel justified in making improvements and refinements in their plants, but it is safe to say that this type of consumption and potential consumption are in the aggregate suffi-

ciently large enough to offer employment to a considerable proportion of the production of the country.

To get this point clear we need to make a further comparison between the present attitude toward wages for individual employees and compensation for business organizations.

Most everyone now agrees that individual workers must be kept reasonably prosperous if we are to have sustained consumption. The entire country applauds the action of employers in adopting this theory.

But there is practically no public interest in maintaining an equally healthy condition among the business enterprises that form the great interlocking structure which carries the bulk of the burden of our business activity.

In fact, the Government has recently been showing renewed activity toward insisting that business must make no concerted moves to help keep its wages upon a profitable basis—has been emphasizing the fact that the anti-trust laws prevent joint moves to control production or price cutting.

In the public interest, we agree collectively to maintain the wages of individuals, but it is against the public interest to establish an accord to help maintain balanced employment and wages for our factories and our distributing organizations.

An Absurd Difference

This absurd difference of viewpoint is with us because the American public is not yet fully awakened to the very great change in relationship that has now come throughout most of the vast structure that we call business.

The gentlemen at Washington are taking their present position because there was a time two generations ago when the country had an insufficiency of industrial capacity and laws were needed to prevent grouping of that capacity so as to control prices to the disadvantage of the public.

It is the conviction of the Food Institute Staff that the business of the nation has now arrived at a

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place where it is important for us to recognize a very changed condition. All of the people are interested in getting American production and consumption back up on a sound, balanced basis where there will be reasonable prosperity for everyone. Progress in that direction can best come if we will intelligently do those things that will promote full consumption of all of the goods that our workers and our industrial plants should produce.

The business men who collectively make up each of the great industrial groups should have the same intelligence to deal with this matter of their own wages as they have shown in dealing with the wages of those who work for them.

Apparently the present great need is to awaken public appreciation that such intelligent dealing with the wages of business is in the interest of all the people and to then promote sound co-operation within each industry.

The details will develop once there can be an appreciation for the commercial statesmanship which should be devoted to these problems.

Each of the industries should be led by men able to work out the serious problems of excess capacity provided they can establish an intelligent contact between themselves and can function rapidly and well with the Government exercising intelligent supervision to prevent price fixing that will operate against the public interest.

Acquired by Business Publishers International

La Revista Mercantil and *Mercantile Review (Overseas Edition)* are now being published by the Business Publishers International Corporation, New York, affiliated with the McGraw-Hill Publishing Company, Inc., and the United Business Publishers, Inc.

Mrs. Wagner's Pie Account to Kastor Agency

The Pie Bakeries of America, Inc., Newark, N. J., has appointed the H. W. Kastor & Sons Advertising Company, Inc., New York, to direct the advertising of Mrs. Wagner's Pies. Newspapers will be used.

Retail Sales Promotion Group to Meet

The sales promotion and merchandise managers' divisions of the National Retail Dry Goods Association will hold a joint convention at the Hotel Pennsylvania, New York, June 19 and 20. Kenneth Collins, executive vice-president, R. H. Macy & Company, Inc., New York, is chairman of the sales promotion division, and Frederick W. Aldred, secretary-treasurer, Gladding's, Inc., Providence, R. I., is chairman of the merchandise managers' division.

At the Thursday morning joint session H. F. Twomey, publicity director, Jordan Marsh Company, Boston, will speak on "Developing an Effective Sales Promotion Program," and L. J. Noah, vice-president, Gimbel Brothers, Philadelphia, on "Developing a Profitable Merchandising Program."

The Thursday evening joint session will be addressed by: Mr. Collins, "When Is an Advertisement Productive?"; Miss Tobe, Tobe Fashion Service, New York, "Eternal Vigilance—the 'Secret' of Net Profit"; Richard Roth, merchandise manager, Wm. Taylor & Son Company, Cleveland, "Developing and Maintaining a Consistent Merchandising Policy," and Bruce Barton, Batten, Barton, Durstine & Osborn, Inc., New York, "Common Sense in Advertising and Merchandising."

Eugene W. Spaulding, Pioneer

NEW YORK, MAY 23, 1930

Editor of PRINTERS' INK:

Your article in the current issue in relation to the passing of C. D. Spaulding is inaccurate and in memory of my father, Eugene W. Spaulding, I would like a correction made.

At no time was C. D. Spaulding advertising director or advertising manager of the Curtis Publications. Eugene W. Spaulding was advertising manager until 1893 when he was elected a director of the company, thereby becoming advertising director. He held this position until 1908 when because of failing health he had a leave of absence that lasted until 1911, at which time he resigned from his position and was succeeded by E. W. Hazen who had previously been manager of the Chicago office. From 1908 until 1911 E. W. Hazen was acting advertising manager and during this entire period C. D. Spaulding was manager of the Philadelphia office and retired in 1911.

E. W. Spaulding was a pioneer in clean advertising. It was he who started and led the fight to clean the pages of the periodicals of medicinal advertising and quackery of all kinds. He organized the Quoin Club and, as your records will show, was an active leader in the advertising field from 1889 until 1908.

HOWARD E. SPAULDING.

Join "Harper's Bazaar"

Harry F. Malloy and Harold Dawson have joined the advertising staff of *Harper's Bazaar*, New York.

Copyrighting a Loose-Leaf Catalog

ANDREW J. MCGREGOR
ADVERTISING
NEW YORK, N. Y.

Editor of PRINTERS' INK:

Please advise if the copyright imprint on the title page of a loose-leaf printed catalog, properly protects the entire contents, or whether it is necessary to have the word "copyright and year" appear on each separate page.

Your kindly attention to our request will be greatly appreciated.

Very truly yours,

A. J. MCGREGOR.

THE use of the copyright notice on the title page or fly-leaf of any publication—accompanied by the usual steps incident to filing the copyright at Washington—is customarily all that is necessary to protect the entire copyrightable contents of a publication. Our inquirer, however, brings up the point whether this general rule covers a loose-leaf publication.

The Copyright Office of the Library of Congress has issued a bulletin in which the scope and functions of the copyright law are given in complete detail. A careful examination of this bulletin fails to reveal anything that would indicate an exception to section 3 of the law which states "That the copyright provided by this act shall protect all the copyrightable component parts of the work copyrighted."

For further authority, we turned to Browne & Phelps, of Washington, a nationally known firm of attorneys specializing in patents, trade-mark and copyright law. Francis L. Browne, senior member, writes us as follows:

"We are of the opinion, and our opinion is confirmed by the officials of the Copyright Office, that the copyright imprint on the title page of the first edition of a loose-leaf printed catalog would properly protect the entire contents of such first edition, and that it would not be necessary to have the word 'copyright and year' appear on each separate page of such first edition.

"The words 'loose-leaf,' as contained in your inquiry, leads us to assume that such first edition

would be followed by the printing of additional leaves containing new matter and adapted to be inserted between the bound covers of such first edition. If we are correct in this assumption, then we would advise that each of such additional leaves containing new matter be copyrighted separately, as it is obvious that new matter inserted after the copyrighting of the original edition would not be protected by such original copyright."—[Ed. PRINTERS' INK.]

American Institute of Graphic Arts Elects

At the annual meeting of the members of the American Institute of Graphic Arts held last week, the following officers and directors were elected: Honorary president, Frank Altschul; president, Harry A. Groesbeck, Jr.; first vice-president, Laurence B. Siegfried; and vice-presidents, George P. Brett, Jr., Horace Carr, George H. Carter, Porter Garnett, Frederic W. Goudy, Dard Hunter, Spencer Kellogg, Jr., Arnett W. Leslie, Walter W. Manning, Hal Marchbanks, Henry H. Taylor, and Daniel Berkeley Updike.

William Reydel was elected corresponding secretary; William C. Magee, recording secretary, and F. W. Shaefer, treasurer. Directors elected for a three-year term were Frank Fleming, Edmund G. Gress, and Frederic G. Melcher.

Paper Companies Merge

The Western Michigan business of the Seaman-Patrick Paper Company, Detroit, has been merged with the Carpenter Paper Company. L. V. Mulnix, who has had charge of the Western Michigan business of the Seaman-Patrick company, and his associates in that company, have purchased the entire interests of E. R. Carpenter in the Carpenter company. Mr. Mulnix will assume Mr. Carpenter's duties as president and general manager of the Carpenter company, making his headquarters at East Grand Rapids, Mich. The transfer of holdings in the Carpenter company will be made on July 1.

Joins Young & McCallister

Fred W. Scheffler has joined the lithographing sales department of Young & McCallister, Los Angeles. He formerly was district representative of the sales department of Lake Brothers, manufacturing agents of New Orleans.

E. G. Colvin with E. A. Peirce & Company

E. Guy Colvin has become associated with E. A. Peirce & Company, San Francisco investment house.

2

Dallas Advertising Agencies investigated farm paper circulations in Texas, through representative retail merchants

78%

of these retail merchants reported Farm and Ranch as being the most widely read farm paper in their territories. This is true of the entire Southwest and One medium dominantly reaches this rich

Southwest Farm Market

of 4,883,723 farm people with an annual income of \$3,000,000,000 it's

Main Office and Publishing House, Dallas, Texas
 Eastern Office, New York, 52 Vanderbilt Avenue
 Western Office, Chicago, 122 S. Michigan Blvd.

FARM & RANCH

The Farm Paper of the Southwest



83,999 REPLIES TO

That's How the 49th State Responds to G

How These 9 Full Page Ads in The Sunday Globe-Democrat Did Their Pulling

FEB.	16.....	7929	replies
FEB.	23.....	9204	"
MARCH	2.....	13401	"
MARCH	9.....	14061	"
MARCH	16.....	11405	"
MARCH	23.....	8963	"
MARCH	30.....	8012	"
APRIL	6.....	6111	"
APRIL	13.....	4913	"

HERE'S proof of the pulling power of the Sunday Globe-Democrat.

This contest, directing attention to Globe-Democrat Want Ads, filled our filing cabinets to overflowing for nine weeks, and kept interest at fever heat throughout The 49th State.

Entrants submitted designs ranging from posters to cut-out novelties.

The St. Louis Globe-Democrat



LIES TO THIS CAMPAIGN

ponds to Globe-Democrat Advertising

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* The pictures above show a downtown St. Louis display room, where a fractional part of the entries was displayed and viewed by the public after the contest.

Below is a view of *one week's* mail elicited by this campaign. 83,999 replies during nine weeks!

Do you want The Globe-Democrat to do a job like that for you?



niGlobe-Democrat

For agency men —and women—who are interested in advertising

[[Being an advertisement with no sales arguments, psychology, swell art work or—no, there isn't even a coupon.]]

Part of the cast of characters performing
in Printers' Ink Monthly for June

FRANK E. FEHLMAN

Calkins & Holden

VAUGHN FLANNERY

Art Director, Young & Rubicam, Inc.

ELSIE M. RUSHMORE

*Assistant Director of Research, Erwin,
Wassy & Co.*

RICHARD WEBSTER

Vice-President, Reimers & Whitehill, Inc.

GEORGE L. WELP

Art Director, The Blackman Company

PHYLLIS V. KEYES

Frank Presbrey Company

AESOP GLIM

They talk about such various things as the recent Art Directors' Show, advertisements they like, the future of advertising research, men and style, and other subjects that are best discussed by agency men—and women. They do their discussing in June

Printers' Ink Monthly

Mr. Publisher, Won't You Please Standardize Proof Sizes?

The Conglomeration of Proof Sizes Now Mailed Out by Publishers Makes Filing a Difficult Job

By A. O. Hurja

President, Hurja, Chase & Hooker, Inc. (Advertising Agency)

YEARS ago, when the late Henry Schott was vice-president in charge of advertising and publicity for Montgomery Ward & Co., a department advertising manager sent in a suggestion for standardizing the catalog of this well-known mail-order house, suggesting the adoption of uniform columns, uniform body type, uniform headings and sub-heads and a uniform arrangement of information. The board turned it down, because at that time standardization had not gained a foothold in the business world.

Since then, however, various governmental agencies, business organizations and efficiency experts have harped upon standardization to such an extent that today it is one of the watchwords of business and industry.

I am citing the above simply as a background for what is to follow, for this is a special plea to publishers to have a little pity on their advertising agency friends in the matter of submitting proofs, not to say anything of such material as propaganda, sales promotion, statistical tirades, and what not, with which we are bombarded.

We happen to be in the act of moving at the present moment. Naturally, at such a time we try to get rid of all the old junk we can. One of the ever-present eyeglasses in our office is the proof file. If you could see the conglomeration of proof sizes that we have assembled, you would sit down and write a letter to headquarters just as we are doing now.

Everybody knows that the 8½x11 letterhead is just about the last word in efficiency. A big majority of the filing cabinets in existence today are made to receive an 8½x11 sheet. By far the biggest percentage of letterheads in use are

size 8½x11. It is only natural, therefore, to use an 8½x11 sheet for most of the things we do.

But does the publisher observe this rule? No. He sends along proofs on any scrap paper that may be available, so that our files contain everything from a 2x4 sheet to full newspaper size. Our analysis further shows that most of the proofs are for advertisements no larger than the standard magazine type size, 7x10. Why is it, then, that the publisher cannot educate his printers to the use of 8½x11 sheets and thus provide us poor agency men with a means for filing proofs in our letter files quickly, neatly and efficiently, as they should be filed?

The Benefits

The benefits of such standardization would be many-fold. In the first place, it would save the printer money, because less paper would be used and the proofing job would be easier and neater. In the second place, it would save the publisher money, because the postage and air-mail charges on 8½x11 sheets would be less than on the large sheets that are used. It would further help the publisher by making it easier to file copies of such proofs in his own files.

And, above all, it would be a godsend to the agency and the client, for they could assemble proofs in letter files without taking up extra floor space and paying extra rent and a higher price for legal size files, which now are required to house the variety of proof sizes.

Some agencies have even had to resort to building special cabinets for filing proofs flat to take care of the filing problems under the conditions that now prevail.

From printer, publisher, agency

and client, to the individual workers in their offices, a tremendous saving in paper, in filing time, labor and in space would be realized.

Also consider how easy it would be to use these 8½x11 proofs in the standard three-ring binder for sales, display and reference purposes, at the office of the printer and the publisher, as well as the agency and client. From the president to the office boy, efficiency, neatness and dispatch would reign all down the line.

This plea is especially applicable to publishers of trade and class magazines and all others, except some large size magazines and the daily newspapers, and even these could be folded to the 8½x11 size and filed neatly in the same letter files with the other material.

When it is considered that most of the advertisements published today graduate from size 7x10 down, 90 per cent of the filing problems would instantly be corrected by the adoption by the publishers of a standard 8½x11 sheet for proofing purposes.

I am not going into the merits of standardizing all other publishers' material on an 8½x11 sheet. This is the basis for another onslaught which I will take up at a later date. Sufficient at this time if publishers will heed the warning and do their utmost to co-operate in the matter of standardizing their proofing hereafter on size 8½x11 sheets.

Illinois Outdoor Association Re-Elects

Officers of the Outdoor Advertising Association of Illinois were re-elected at the closing session of the thirty-ninth annual convention held at the Aurora-Leland Hotel, Aurora, Ill., recently. Bellville was selected for the 1930 State meeting. William Savidge, of Alton, is president of the association; F. J. Jarrett, of Rockford, vice-president; B. W. Robbins, Chicago, secretary, and William F. Busby, Quincy, treasurer.

C. C. Winningham Elected to Hudson Motor Board

C. C. Winningham, of C. C. Winningham, Inc., Detroit advertising agency, was recently elected a member of the board of directors of the Hudson Motor Car Company, of that city.

Challenge of Next Decade, Financial Convention Theme

"The Challenge of the Next Decade" has been selected as the keynote for the convention of the Financial Advertisers Association which will be held in Louisville, Ky., September 17 to 20. Instead of dividing the sessions of the program according to type of financial service, the program is being arranged to appeal to three groups according to the size of the city represented. Clinton F. Berry, vice-president of the Union Guardian Trust Company, Detroit, will be chairman of the program committee of the big city departmental; Virgil D. Allen, assistant vice-president of the First Bank & Trust Company, Utica, N. Y., chairman of the program committee for the medium city departmental, and Wayne Hummer, president of the La Salle National Bank, La Salle, Ill., chairman of the small city departmental.

To Become Sales Guild, Inc.

The Guild of Master Direct Mail Craftsmen, Inc., New York, will change its name, effective June 15, to the Sales Guild, Inc. At a recent directors' meeting of the Guild it was decided to open the columns of the Guild's booklet, "Direct Mail Selling," to national advertisers. S. Marvin Goldberg has been appointed advertising manager of that publication.

The Sales Guild, Inc., plans a campaign on its product, the Sales Audit, using business papers and direct mail.

Walter K. Forzer, marketing counsel, has been appointed manager of the plan division of the Guild.

Utah Woolgrowers Levy Advertising Assessment

Members of the Utah Woolgrowers' Association, with offices in Salt Lake City, have voted an assessment of one cent per head on approximately two million sheep owned by members to be used for advertising. The fund will be used to encourage the consumption of lamb.

Appoints Orton B. Motter and Associates

The National Knitting Company, Milwaukee, knitted fabrics, has appointed Orton B. Motter and Associates, Chicago advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Appointed by Baltimore "Post"

Wilton H. Gladmon, formerly manager of national advertising of the Baltimore Post, has been appointed local advertising manager of that paper.

Death of C. A. Goodwin

Charles A. Goodwin, advertising manager of the Living Church, Milwaukee, died recently at Wheaton, Ill. He had been with that publication since 1898.

DAYTON HOUSEWIVES KNOW THEIR GROCERIES

and they look to the DAYTON DAILY NEWS for up-to-the-minute information concerning new food products and recipes.

National grocery lineage for the first four months, according to Media Records, speaks for itself. Here 'tis:

Classification	News	2nd Paper	3rd Paper
Baking Products	35,633	13,189	1,492
Beverages	57,295	17,373	6,159
Breakfast Foods	29,001	20,025	12,493
Condiments	16,651	9,387	9,249
Dairy Products	20,891	6,259	3,498
Malt & Hops	13,550	2,207
Meats & Fish	4,068	336	799
Soaps & Cleansers	40,848	15,929	940
Miscellaneous	31,314	16,709	112
TOTAL GROCERIES	249,251	101,414	34,742

Naturally First in Circulation

THE DAYTON DAILY NEWS

All Linage Measured by Media Records, Inc.

Member
The
News League
of Ohio

REPRESENTED BY
I. A. KLEIN, INC.
NEW YORK
CHICAGO
ST. LOUIS
KANSAS CITY

Member
100,000 Group
of
American Cities

HUGHLETT HOLLYDAY, JR., National Advertising Manager

An Advertiser Sits In on a Council of Foreign Trade

A Summary of Proceedings of Annual Meeting of Exporters

EXPORT trade, more and more, is becoming a subject of study by advertisers. Even though an advertiser be not directly concerned with foreign markets, what is happening must have his attention because of the resulting economic effect of foreign trade on employment, and, therefore, on purchasing power in the home market. This attitude is summed up in the theme, "Foreign Trade, the Back-log of American Prosperity" which guided discussions at the national convention at Los Angeles last week of the National Foreign Trade Council.

Many of the addresses had advertising as their main topic. Others had incidental reference to it to demonstrate how essential is the need for informative and educational mass selling in foreign markets. Improved advertising methods is the objective of individuals and trade associations to the end that this sales stimulus may be used as effectively abroad as it is in the United States.

In the case of raw materials and crude food stuffs, initiative lies with the buyer who searches the markets of the world to secure them. With products of manufacture and packaged goods, enterprise and skill are called for and here enters the need for sales promotion and advertising. Copy for such mass selling, as used for Jantzen swimming suits, it was explained, does not resort to so-called schemes. This advertiser prefers to use only the best advertising methods and frequently follows the copy used in the States with only slight changes for local color.

There are trade customs which make it difficult to apply the same methods of sales promotion and distribution. In some markets, it was explained, the trade dominates the situation. Manufacturers who do not conform to sales practice laid down by local trade associa-

tions, are blacklisted and their products practically denied representation. Few manufacturers, therefore, have succeeded in building a volume without the confidence and good-will of the trade; whereas those who have cultivated the trade, rarely fail, other things being equal.

Suitable representation, in one opinion, is the prime essential of success. It is tantamount to good management in the domestic field. A company's foreign representation, in the largest sense, is not merely a matter of its branches, agents or travelers. It should be selected from among individuals who are able to speak the language of the country and have personal characteristics suitable for their positions and be able to co-operate with the citizens of the respective countries.

Co-ordination from the Top

Discretion advises that both export and domestic sales departments should be under separate managers who report directly to the chief executive of the company. A successful export manager is described as one thoroughly trained in the work of his particular field, who is given a free hand in developing business abroad, just as the domestic sales manager works out his problems individually. Co-ordination of the two branches must be from the very top. The exporter has a sales problem for every country in which he does business and for every class of products. In China, for example, there are three distinct sales territories necessitating three separate sales organizations. Intra-country territorial allotment is especially serious in South America. For example, to many, Argentina means Buenos Aires, yet there are more than 500 other cities and towns in Argentina which have recognized trade outlets.

NEW YORK... **NOW**... PHILADELPHIA



KURT · H · VOLK · INCORPORATED TYPOGRAPHERS · ANNOUNCE NEW PHILADELPHIA PLANT ·

Monday, June 2nd, 1930, at 35 North 10th Street, Philadelphia, Kurt H. Volk, Inc. will begin the operation of a complete, fully staffed Typographic Service—with the largest selection of type faces ever available in Philadelphia—and with the same high standard of Typography which in four years has built for Kurt H. Volk, Inc. the second largest volume in New York.



CREATIVE INTELLIGENCE AS WELL
AS TECHNICAL ABILITY IS AN
IDEAL OF THE VOLK STANDARD

How to Institute Coatless Summers

Advertising Is Needed to Destroy the Male Viewpoint

By Joseph Dillon

Account Executive, Emery Advertising Company

WHEN in the company of a virginal mind the putrid puritan, flattered, made himself to suffer. It went over big. Early American females loved it. Today, there still clings with many of us the idea that ritualistic galantry gets us places.

As a matter of fact, the modern woman titters, subconsciously at least, at such fatuity. Her love is the new, ingenuous gentleman who doesn't remove his hat in crowded department store elevators and indicates his understanding of the ulterior motive that lurks behind feminine elusiveness by simply not choosing to chase.

One of the best examples of Mid-Victorian technique that has been handed down to present day sons is the un-Grecian-like custom of wearing coats in summer time. This biologically unwholesome habit is, of course, encouraged by man's natural vanity. My basic rationale, nevertheless, is that the coat wearing habit is a result of our erroneous belief that self-inflicted punishment wrings a woman's heart. And to this story I stick.

Right now I am ready to invest \$50 in a supply of shirts that can be worn without a coat. Perhaps there are fifteen million more like me, and for this reason I think it should be worth a manufacturer's while to start designing now. Perhaps the garment will have a box pleat down the front. Perhaps it will have a lightly starched panel over the shoulders. It may even have a seam around the waist.

And because we now place six coverings around our anatomical equators (undershirt, shorts, shirt tail, belt, trousers, coat) it would seem expedient that we begin by ripping off say a shirt tail. But I wouldn't recommend that this be done now. Not only do we men of 1930 cherish our heritage of shirt tails, but we are yet too

frightened by the knowledge of our tummies to allow them the luxury of an occasional breeze. For the time being it would be better, therefore, to see what could be done with box pleats and sustained shoulders.

Discuss the subject of summer shirts with any group of men and at least one will try to prove his virility to the others by snickering contemptuously. But as soon as he is reminded that some such garment will one day be the accepted wearing apparel of his broad-minded grandsons he bites his fingernails and regrets that men of this generation are so blamed hide-bound.

Advertising is the only force that will rationalize the movement for coatless summers. It seems reasonable to predict that in the near future an advertising agency (one that is looking even ahead of airplane and modernistic furniture accounts) will sell the idea to a big suit or shirt manufacturer. And what suffering consumer would not readily applaud the new fashion upon reading such headlines as these: "When it's hot enough for you—dress THIS way. . . . In July, the Smith Brothers wore coats under their beards. . . . Jimmy Walker, sartorial paragon, selects dove gray madras for city hall reception. . . . Another ancient prejudice has been removed—the one against coatless escorts."

Appoints Landis Agency

The Midwestern School of Gliding, Inc., St. Joseph, Mich., has appointed the Reed G. Landis Company, Chicago advertising agency, to direct its advertising account. Newspapers and magazines will be used.

Pennsylvania Outdoor Advertisers to Meet

The Associated Outdoor Advertisers of Pennsylvania will hold their annual meeting at the Thompson Hotel, Kane, Pa., June 23 and 24.

Armand Capitalizes Fashion by Anticipating It

How The Armand Company Has Adapted Its Product and Its Advertising to the New Styles in Women's Clothes

IT has been said very often that every new whim of women's fashion brings widespread changes among manufacturers of products sold to women. But it never can be told too often how alert producers adjust themselves ahead of time—to capitalize these fashion whims instead of being forced later to change.

The current adjustment of The Armand Company is a case in point, for this concern, sensing that radically new fashions in women's dress were to sweep the country, changed its product to keep entire line of cosmetics in the forefront of fashion.

"Carl Weeks composes a brand new theme-song for bigger cosmetic business in 1930. Your old friend who does things first in the cosmetics field announces the greatest idea that ever made money for Armand dealers! . . . with the new clothes . . . the new complexion!"

In this manner, Carl Weeks made known through a very finely printed 1930 Golden Book exactly how his company planned to capitalize 1930 dress' styles for its dealers. "Styles have 'gone girlish' again!" was the message to the trade. "Fashion decrees curves

. . . backless gowns . . . more alluring feminine beauty. This change in appearance is incomplete without an improvement in complexion! The smart new skin-shade is a rich, natural, creamy tone—achieved by the smoother blending qualities and the cold cream base of Armand Cold Cream Powder."

Sharpened to this fine point, the company's merchandising and ad-

vertising plan for capitalizing 1930 dress styles has not since become blunted. New fashions—new Armand complexion. Costume by Paris—Complexion by Armand. Always the same sharp merchandising idea is being presented.

In trade advertising and in wide-

the new COMPLEXION!



Styles have "gone girlish" again! Fashion decrees "curves" "backless" gowns . . . more alluring feminine beauty.

This change in appearance is incomplete without an improvement in complexion!

The smart new skin-shade is a rich, natural, creamy tone—achieved by the smoother blending qualities and the cold cream base of

ARMAND Cold Cream Powder

A Page from the Armand 1930 Golden Book in Which the New Campaign is Announced

spread national magazine and newspaper advertising, this sharply tipped arrow is being consistently shot at the sales target. The story is not primarily the story of new products, but of established products—cold cream powder, and cleansing cream in a new modernistic package—presented to take advantage of latest fashion trends into which they effectively fit. It is the story of nationally known

merchandise kept in tune with modern conditions by a manufacturer alert to fashion changes and the need to change with them.

Partial quotation from a single advertisement will illustrate how Carl Weeks has made this merchandising point in all the advertising of an extensive campaign. With two photographs, the first showing a girl in the latest type of extremely feminine evening gown and the second showing a close-up of her smooth complexion, are three lines: "Black net gown by Bonwit Teller & Co. Huge tulle fan by Lord & Taylor. Complexion by Armand!" Then the headline: "Clothes are more alluring now . . . complexions must be, too!"

Copy begins: "Back to feminine fashions! Back to luscious curves and alluring outlines. Never have women had greater opportunities to make themselves utterly irresistible! But with the new clothes come the new complexions—warmly, vividly, lusciously alive, with soft, tempting texture." The story of how to use Armand cream and powder follows, with "let your skin keep step with style!"

This theme-song, as Carl Weeks usually terms it, of new costumes and new complexion began in March and will run through October in twelve magazines selected to reach a broad market of three distinct groups of women. During the spring fashion season, for ten weeks from March 3 to May 9, this magazine campaign was backed by a newspaper campaign in 216 cities and 307 papers, each paper carrying eighteen insertions of the theme-song. Behind this was a new window trim, counter display and modernistic ledge display.

Although national advertising has devoted its full force to the sharp point that this cream and powder give the complexion that goes with new clothes, the company also presents something special to the trade—a new tint for these products.

This was done in March by means of direct mail. During the sales convention in February four young women of different types—one brunette, one blonde, one an

in-between type and the other auburn—were made up with the Armand 1930 complexion. Make-up in each case was exactly the same, but not one of the girls lost her individuality as a type. To tell his trade about the "Symphonie" tint used in this demonstration, Mr. Weeks sent a special letter to dealers.

Down the left margin of this trade letter was a printed message about the new style box of "Symphonie" and the news that with the passing of the flapper and her old clothes styles had passed the old Armand. "Those dealers who use Symphonie as the rope to hitch their wagon to the rising star in the cosmetic sky—Armand—are the ones who will ride hand-somely from now on. Let's get going—because it's fun to travel together. (Signed) Carl."

The letter itself to dealers who for many years have been accustomed to breezy correspondence from the company was:

Profit! Profit! Profit! Here's your sunshine thought for the day—

Take a look at the Ritzy green letter enclosed—its batting average with the women puts Babe Ruth clear out! You take this letter and the enclosed sample and try them on your "very best."

Half a dozen boxes of Cold Cream Powder "to you from me" if she doesn't say:

"That new 'Symphonie' tint in Armand Cold Cream Powder—I love the way it blends on my skin. WHERE can I get it?"

O. K. Here's the answer—

Symphonie tint in Armand Cold Cream Powder is the most revolutionary step in cosmetics since Cold Cream Powder was first put on the market. (Read the enclosed leaflet.)

Symphonie tint is the result of months of testing and blending to obtain the *one* tint which brings out the *skin-tone common to all Caucasian women*. Instead of covering the skin with a *sal-low, meaningless film*, *Symphonie* brings out the *flesh-tone itself*. *Any woman can wear it*, be she blonde, brunette, or in-between—and find a complexion loveliness she has never before known.

SYMPHONIE TINT IN ARMAND COLD CREAM POWDER IS THE NEW COMPLEXION!

In selling *Symphonie* cash in on the theme-song of the national Armand advertising campaign, entitled "With the New Clothes, the NEW Complexion." Armand is singing it

HAVE THE CHAINS REACHED THEIR PEAK?

Are the chains going through the same curve of growth as that which the mail order houses and department stores went through a few years ago? Has their remarkable rate of increase begun to slow down? Is the day of the small chain passing? ▼ ▼ These and other equally important questions are asked and answered in a series of two articles written by H. M. Foster, former editor, food department, "The Journal of Commerce." Mr. Foster has made a careful study of many phases of chain growth and his conclusions are based on a thorough examination of available, reliable figures. In addition his close contact with the food field and other fields where chains play an important part has given him an excellent background. ▼ ▼ "Have the Chains Reached Their Peak?" is the title of the first article. It will appear in June

Printers' Ink Monthly

to the tune of half a million dollars—and it's good!

By sending in an order for Symphonie along with your mailing list, you are entitled to send the green Easter letter to twenty-five of the Ritziest women in your town. With each box of Symphonie you are sent a sample, to give each woman an individual demonstration of the NEW skin-tone, which keeps her skin in step with style.

The ritzy green letter for consumer mailing pictured new fashions in clothes and opened with a bar of music in which was printed "A Chant of Chic." The Armand theme-song was explained in subsequent text, the tie-up of the new Symphonie tint was made, and a sample box enclosed to demonstrate that "be you blonde or brunette, Symphonie is your New complexion and New complexions with New Clothes go!"

In such wise, instead of waiting for fashion to force Armand changes, this company, alert to women's new styles in dresses, has dressed its own product, its merchandising and its advertising in the same new style.

May Advertise Mexican Coffee in Great Britain

The Government of Mexico is considering an advertising campaign on Mexican coffee and spices in the British Isles and is making efforts to gain the co-operation of Mexican coffee planters in this campaign, which if adopted will be similar to that which will be launched soon in Great Britain and continental Europe in behalf of Mexican bananas and citrus fruits. This advertising plan has been suggested following a decrease in the exports from Mexico to the United Kingdom.

Bryan Warman with Libbey-Owens-Ford

Bryan Warman, formerly advertising manager of Durant Motors, Inc., Detroit, and for six years with George Harrison Phelps, Inc., Detroit advertising agency, has been appointed advertising manager of the Libbey-Owens-Ford Glass Company, Toledo. This company was organized recently to take over the business of the Libbey-Owens Glass Company and the Edward Ford Plate Glass Company.

Appoints Griswold-Eshleman

Harvey, Inc., Chicago and Kansas City, restaurant and merchandise service, has appointed The Griswold-Eshleman Company, Cleveland advertising agency, to direct its advertising account.

Up, up, up go the sales of goods and services advertised in Punch. Wider and wider markets are tapped... demand increases steadily... workshops, offices hum with Prosperity! Let Punch's unique power work for you. Write to Marion Jean Lyon, Advertising Manager, 10, Bouverie St., London, E.C.4, Eng.

ADVERTISING IN PUNCH

DRIVES UP SALES

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To Publish "The Auto Truck Distributor"

Louis H. Kerber, Jr., formerly with *The Blue Book Magazine* and *Redbook*, has been made editor and publisher of *The Auto Truck Distributor*, Chicago. R. W. McFadden, formerly with *Time* and the *National Provisioner*, is now managing editor, and T. B. H. Bolle, recently with the Matteson-Fogarty-Jordan Company, Inc., Chicago, and with Bernsten & Livingston, Inc., San Francisco, has been made advertising manager. M. A. Corbett is Eastern representative.

Appoint Los Angeles Office of Emil Brisacher

The Los Angeles office of Emil Brisacher and Staff has been appointed to handle the advertising of the following accounts: Los Angeles Steel Casting Company, Ltd., Celco Oil Well Survey, Inc., and the Rapid Construction Company, all of Los Angeles. Business papers and direct mail will be used.

R. O. d'Albret Joins Krichbaum-Liggett

R. O. d'Albret, formerly with *Dun's International Review*, New York, and, before that, with the Butterick Publishing Company, has joined The Krichbaum-Liggett Company, Cleveland advertising agency, as vice-president in charge of client relations.

Heads Radio Department of Des Moines Agency

Edward Breen, Jr., has been placed in charge of a new radio department which has been organized by the N. A. Winter Advertising Agency, Des Moines, Iowa. Mr. Breen formerly was with radio station WHO of Des Moines.

Norfolk "Ledger-Dispatch" Advances Lewis Causey

Lewis Causey is now classified advertising manager of the Norfolk, Va., *Ledger-Dispatch*, succeeding R. D. Calloway, resigned. Mr. Causey has been with the *Ledger-Dispatch* for the last five years.

R. J. Comyns with American Management Association

Raymond J. Comyns, formerly with the Alexander Hamilton Institute, has joined the American Management Association as general manager of membership service.

To Direct Tremont Nail Sales

J. E. Conroy has been appointed sales manager of The Tremont Nail Company, Wareham, Mass. He was formerly general superintendent of the Standard Horse Shoe Company, South Wareham, Mass.

Good Copy

A "new slant" is apt to be more successful if it is based on knowledge of past success or failure.

HAWLEY ADVERTISING COMPANY

Inc.

95 MADISON AVE.
NEW YORK CITY

Exit the Sales Manager—Enter the Profit Manager

(Continued from page 6)

as a good building is erected by putting together a lot of good bricks with equally good mortar.

Apart from the strictly selling function with its many profit leaks, there is also advertising. The sales manager who is alive to the trend of economic matters today cannot help wondering whether his advertising is as profitable as it used to be. There are still many who believe implicitly in that quaint old dogma that "advertising creates more demand, thus increasing the sale, which in turn builds up production, thus automatically decreasing the overhead per unit and consequently the selling price."

As an advertising generality this is an excellent thought. When you get right down to cases, on the other hand, there are times when it is exceedingly hard to prove,

for the simple reason that there is advertising and advertising. There are also shifting business trends with which some advertising has failed to shift.

Take the case of the large retailer, for instance and his current advertising activities. By which advertising is the ultimate consumer most likely to be influenced, that of the manufacturer for his stewed prunes or the equally good copy of the large chain retailer on what is apparently an equally good can of prunes? Would the sales manager of a cap manufacturing concern have the courage to recommend a national advertising campaign on a cap with real confidence that it could compete with Montgomery Ward's recently started campaign on what appears to be a good cap at a cheaper price? Could he make such a campaign pay or is he better off to put his advertising money into such form that his several thousand retail accounts can locally advertise and display his cap at a price that would come nearer to

Y O R K

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 45th St., New York
1524 Chestnut St., Philadelphia

293 N. Wabash Ave., Chicago
401 Van Nuys Building, Los Angeles
240 Holbrook Building, San Francisco

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Ward's? If national advertising does not guarantee to a manufacturer that he can get a fair profit when he sells to the large nationwide retailer, should he change the advertising and let the retailer do it or should he eliminate the retailer?

These are questions that have a very distinct relation to profits and I ask them not necessarily believing an affirmative answer is right but simply to stimulate thought.

Every sales manager, if he has anything to say about his firm's advertising, should put that advertising in the cold light of the question: *Does it sell goods profitably?*

There are a number of smaller but nevertheless important phases of selling that cost money and which are subject to scrutiny. Take the general convention, for example. Can a firm with fifty or so salesmen and branch managers prove by cold fact that it is a profitable proposition to bring them all to headquarters at a cost of about \$10,000, to say nothing about the profits on a week's business lost when they are not productively working?

Many sales managers are in love with the general convention, with its excitement, its good-fellowship and its chance for oratory. But after all, isn't it the actual business discussion of such conventions that really counts? And if that can be done with the same number of men in small group meetings at a cost less than one-third that of the general convention, isn't it much better to eliminate the latter? After all, \$10,000 is the profit on about \$100,000 worth of business and that volume is not picked up overnight in any line.

What do your samples cost? A sample cost of over 1 per cent is pretty high these days, particularly when it is considered that large bulky full lines of samples seldom, if ever, see the light of day in a dealer's store in their entirety. Portfolios, photographs and condensed models will be shown more often and cost less.

A case in point is the Spur Tie. It was always considered as an eleventh commandment that a salesman selling men's neck-

MAIL QUESTIONNAIRES

A postage stamp has a head on it, but it cannot do your thinking.

Mail questionnaires are often used when they cannot possibly meet the requirement.

When used, they must be planned with much more care and skill than a questionnaire in the hands of a human investigator.

When you consider a mail survey make use of our long experience to determine whether it will get what you want, and if so, how to plan it to get the most for your money.

R. O. EASTMAN Incorporated

113 West 42nd Street - - New York

Dip Down Deeper In the South

Through the Southern Methodist Publications, you can easily and economically reach more than a million good substantial white people—the very cream of the buying power of the South. Turn to Standard Rate and Data or let us send facts and figures on this great untapped fertile field.

LAMAR & WHITMORE

Publishers

E. M. McNEILL, Advertising Director
E. J. LINES, Traveling Representative
810 Broadway, Nashville, Tenn.

**SOUTHERN
METHODIST
PUBLICATIONS**

**1,029,000
CIRCULATION**

AN UNUSUAL OPPORTUNITY FOR AN AGENCY ACCOUNT MANAGER and SALESMAN

A fast growing, fully recognized agency with many nationally known accounts is open for a man of the following type:

1. He must be a SALESMAN—eager to be out on the field; capable of interesting business executives in his agency and in himself; competent to size up a situation quickly; effective at selling his organization as well as definite ideas. He will cooperate with the principals of the agency in all solicitations.
2. He must be an ADVERTISING man—capable of conceiving ideas that are sound; able to express himself in copy that is interesting; effective as a contact man and acceptable as an idea man.
3. Age, 28-35.

Some young executive now with an agency too large to permit progress, or an experienced salesman who has cut his eye teeth selling space and feels the urge to tackle larger things, will welcome this opportunity. The right man will receive a modest salary and additional compensation as he produces. Box B 123, P. I.

wear should have a swatch of silk comprising about a yard on each of the several hundred patterns he carried in his line. You absolutely couldn't sell neckwear unless you gave the buyer a piece of goods to feel, wind around his neck or cover his showcase with. And silk costs anywhere from 90 cents a yard up to several dollars! With sixty salesmen we figured \$15,000 was too much money to put into samples and so we eliminated the swatch in favor of a card with a piece of silk two inches long by one inch wide and never missed the sales the salesmen said we would lose.

The Sales Manager of Tomorrow

The successful sales manager of tomorrow is going to be something of a combination buyer of materials and stylist. He has got to be closely enough in touch with his market and the general public to be able to sense in advance changing style trends. He should not be put in the position of having to sell what the factory makes.

The factory, on the other hand, should make what the sales manager's judgment tells him will sell. Styles and whims change so swiftly today that only the person who has the outside close-up contacts can detect the beginnings of a wane in popularity of any given product. A man in the clothing business should not rely on the statements of the maker of cloth. He should, on the other hand, have a fine perception of what is current good taste in clothes. He should know what the boys at Princeton are asking for; should know what they are tiring of. Otherwise he is going to be in the position of trying to sell something which, even if it is only a month out of date, cannot be sold profitably.

So it is in most lines. The sales manager's job will be widened. He will be less of a salesman and more of a versatile jack-of-all-trades. Gone are the days when hiring salesmen, writing them breezy letters and checking their expense accounts were the chief functions of a sales manager. He will ap-

precipitate that his job is only good so long as his firm makes money and that the only way it can make money is by selling its goods at a profit.

Even though the volume shrinks.

Rankin-Ramsay Verdict Affirmed in Outdoor Suit

The United States Circuit Court of Appeals for the Second District has affirmed the judgments of a lower court in awarding damages to the Wm. H. Rankin Company and the Charles A. Ramsay Company, advertising agencies, from the Associated Bill Posters of the United States and Canada (Outdoor Advertising Association of America, Inc.) and others.

The Wm. H. Rankin Company recovered as trebled damages \$277,329.58 and the Charles A. Ramsay Company \$25,637.09. In the case of the Rankin company an attorney's fee of \$42,500 was allowed and in the case of Ramsay a fee of \$7,500. The appeal was heard before Judges Swan, Chase and Mack.

The appeal in this case follows a verdict rendered last year and reported in the May 2, 1929, issue of **PRINTERS' INK**. The trebled amounts of award resulted from the motion of counsel for plaintiffs in accordance with provisions of the Sherman Anti-Trust Act.

Letz Manufacturing Company Appoints Ayer

The Letz Manufacturing Company, Crown Point, Ind., Letz feed grinders and roughage mills, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

Appoints McCready-Parks

The New England Galleries, New York, auction rooms, have appointed McCready-Parks, advertising agency of that city, to direct their advertising account. Magazines and newspapers will be used.

Joins Pennsylvania Select List

The Scranton, Pa., *Scrantonian* has joined the Pennsylvania Select List and, after August 1, will be represented in the national advertising field by Fred Kimball, Inc., publishers' representative, New York.

Acquires Tire Cover Company

The Houdaille-Hershey Corporation, Chicago, has acquired the Lyon Cover Company, manufacturer of metal tire covers, and will operate it as a division of its automotive accessory business.

Joins John Bunker Agency

Franklin C. Fischer, formerly with the Julian J. Behr Company, Cincinnati advertising agency, has joined John Bunker, Inc., advertising agency, also of that city, as production manager.

GILBERT P. FARRAR

Consulting
● Typographer

DESIGNER OF
MAGAZINES
NEWSPAPERS

●
420 LEXINGTON AVENUE
GRAYBAR BLDG. NEW YORK
TELEPHONE LEXINGTON 5318

STEEL

About

July 1st

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1885 by George F. Remell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6800. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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Frederic Read

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, MAY 29, 1930

Is This Industry Losing Out?

"The prestige of the name of John David is more important than any brand of merchandise, and will never be superseded by any trademarked brand of clothing in the John David shops. All clothing sold by us in the future will be made under the most rigid supervision as to style, quality and workmanship and featured under the John David label only."

The above paragraph is a statement made by John David, head of a large chain of men's clothing stores in New York City, and reprinted in the *Daily News Record*. It is part of a longer statement from Mr. David announcing that his chain will no longer carry the Stein-Bloch line.

With all due respect to Mr. David's merchandising acumen, we do not believe that today a retailer

can afford to assume that his own name is bigger than the names of successful national advertisers. Those department stores which have been most bitter in their opposition to nationally advertised products have found to their sorrow that they still must carry a certain percentage of nationally advertised brands, even though they use them as come-ons.

The action of the John David management suggests that a large industry, the men's clothing industry, is missing a great opportunity. An examination of the American Newspaper Publishers Association's records of 535 national advertisers who spent more than \$50,000 in newspapers last year reveals the names of only two clothing manufacturers, Kuppenheimer and Hart, Schaffner and Marx. The "National Advertising Record's" tabulation of the 150 leading magazine advertisers of 1929 fails to reveal the name of a single clothing manufacturer. These two lists indicate pretty well that makers of men's clothing are, with a few exceptions, not believers in national advertising.

There are probably a great many explanations both as to why John David has dropped Stein-Bloch and also as to why the names of only two clothing manufacturers appear on the two lists just mentioned. The fact remains, however, that one of the important factors in the retail clothing field is able to cut himself loose entirely from nationally advertised brands and depend upon his own brands. The real answer to the John David situation is to be found, we believe, in the fact that he is spending for advertising in New York City alone far more than many clothing manufacturers are spending for advertising in the entire country.

There is no good reason why the men's clothing industry should not be among the leaders in national advertising lineage. It is not rash to predict that if the industry does not awaken to its opportunity, it will suffer more in the future from the evils of which it complains than it has suffered from those evils in the past.

Cheaper Books

The stampede of the book publishers to sell books at lower prices may or may not be significant. At present we are inclined to believe that it is not one-half so significant as the book publishers would like to think it is.

The reasons for the announcement on the part of a number of publishers that in the future they will sell new fiction at prices ranging from 50 cents to \$1.50 are many. First comes the fact that book sales during 1930 haven't been too good. Second, the publishers see the tremendous development of the reprint business, which was described in *PRINTERS' INK* for May 1, 1930, by Bennett A. Cerf, president, The Modern Library, Inc. Third, the growth in the business of selling "publishers' remainders" through drug, cigar and other non-bookish outlets has been surprising. Fourth, there is the fact that the average bookseller, even though he has been treated to a series of pretty thorough lessons in merchandising, is not an aggressive retailer.

Clearly it is time for the publishing industry to do something to save itself and bring books into their proper place in the scale of merchandise. It is rather doubtful if a cut in price will prove to be a cure-all.

Alfred A. Knopf, in commenting on the action of his competitors, says, "The fundamental difficulty under which the entire industry has been laboring lies in the fact that the average retail bookseller cannot make a living wage out of the conduct of his book business. The reason for this lies not in the discounts he gets, but in the fact that in the average American community there are not enough people who will buy sufficient books to make his volume big enough to give him that living wage."

If Mr. Knopf is right, and there are plenty of indications to point out that he is, a cut in price is not going to help a great deal. To be sure, it will get a certain number of so-called marginal buyers and may be a lever to help the publishers open new outlets. The sad fact remains, however, that the

publishing industry is competing against the radio, the automobile, the talkies, the speakeasy and all those other pleasant forms of non-mental diversions which have become so characteristic of the American scene.

To make the price cuts that are contemplated, the publishers will have to make certain economies. They can give the authors less, they can put a little poorer grade of paper in the books, they can cut down on the advertising appropriation.

We do not think that the publishers can afford to cut their advertising. There are plenty to say that the industry doesn't know much about advertising, but publishers cannot dodge the fact that book advertising has been of great help in bookselling. Any lessening of advertising effort will be a great mistake. We have seen too many examples of advertisers who believed that a price cut would be a good substitute for advertising and who have suffered because of their belief to suggest that any industry ever follow the same course.

A Court Case That Concerns Advertising Agencies

An action started in the New York Supreme Court last week is of considerable interest to every advertising agency. The point of special interest is that an advertising agency was included as defendant along with its client.

The advertising agency is Addison Vars, Inc. It is named in a complaint along with its client Julius Grossman, Inc. The Coward Shoe, Inc., is the plaintiff.

At the time this is written, neither the agency nor the other named defendants has had opportunity to submit its answer. Consequently, the sole object in referring to the matter is to direct the attention of advertising agency executives to the fact that there may be developments in this case that will merit their attention.

It is distinctly unusual, in a court procedure of this kind, for the

plaintiff to hold the advertising agency responsible together with its client. It is true that the Federal Trade Commission, some years ago, issued a formal complaint against an advertising agency as well as against the client. In this case, however, the agency proved that it had not handled that particular account for a year and a half prior to the issuance of the formal complaint by the Federal Trade Commission, and the complaint against the agency was therefore dismissed.

**Secretary
Wilbur
Missed
a Point**

Warning was issued last week by Dr. Ray Lyman Wilbur, Secretary of the Interior, to the effect that some clean-up is due in the field of outdoor advertising. The advertising fraternity, he declared, has not done the right thing by the United States in many ways and it has got to face the music.

His warning, which was addressed to the convention at Washington, last week, of the Advertising Federation of America, during the course of an otherwise illuminating address on advertising, recommended action to eliminate the offenses which he criticized. He seems to be unaware that organized outdoor advertising is and has been carrying on a program to outlaw such practices which are detrimental to the medium as well as to the scenic beauty of the country.

To illustrate his point, Dr. Wilbur told the story of a man who, on visiting one of the national parks, painted this sign on a rock, "Beware of Hell." Pursued for thirty-five miles by a park ranger, this man was brought back to erase his handiwork.

After discussing the men and women engaged in advertising, Dr. Wilbur referred to the desecrator of park beauty as "one of these zealots." By no stretch of the imagination could that man be called an advertiser or his painted sign, advertising. Nor does legitimate outdoor advertising look upon haphazard billboards, signs tacked up on trees or any of the unsightly

snipes that pepper the highways, as advertising. Once sneaked up, all responsibility for them ceases. No member of the advertising business more severely condemns such nuisances than does the outdoor unit of organized advertising.

The standards of practice of the Outdoor Advertising Association specifically provide that "no structures are to be erected which destroy scenic beauty." Maybe Dr. Wilbur is not familiar with the industry's enforcement of this standard, insofar as it can under circumstances which it controls.

We feel that, unintentionally, Dr. Wilbur has lumped the good and the bad, of which there are elements in every business. In doing so, he overlooked a point that would have added force to his cry for reform. He could have focussed censure on fly-by-night irresponsibles who know not where their dirt lies. He could have given impetus to the work of regulated, legitimate outdoor advertising by pointing to its efforts as a step in the right direction.

Dr. Wilbur's lack of understanding is indicative of the way in which the efforts of all branches of organized advertising media keep their houses in order are overlooked by the layman and often overshadowed by the unfortunate activities of advertising opportunists.

**"The Wall Street Journal"
Appoints W. A. Vonderlieth**

Walter A. Vonderlieth, in charge of circulation of the New York *Wall Street News* for the last two years, will after June 1, be associated with the *The Wall Street Journal*, New York, as circulation promotion manager. The *Wall Street News* was recently purchased by Dow, Jones & Company, publisher of *The Wall Street Journal*.

**Louisiana State Rice Milling
Appoints N. W. Ayer**

The Louisiana State Rice Milling Company, Inc., Abbeville, La., Water Maid Rice and Lastaraco by-products, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

Eleanor Germon has re-established offices in the Beaux Arts Building, Los Angeles, as an advertising counsellor.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Eighth District Convention Program Ready

Walter A. Strong, publisher of the Chicago *Daily News*, will head the list of speakers on the program of the annual convention of the Eighth District of the Advertising Federation of America, which will divide its sessions between Duluth and Hibbing, Minn., and Fort William, Can. Meetings at Duluth will be held under the auspices of the Duluth Advertising Club, while the Hibbing Advertising Club will sponsor the meeting at that city. A lake trip aboard a steamer will take the delegates to Fort William for a special session.

The convention will open at Hibbing on June 26, closing there on June 27. From Hibbing the delegates will go to Duluth and board the steamer for the trip to Fort William, returning to Duluth June 29. Attending the convention will be delegates from Minnesota, North Dakota, Iowa, Nebraska, Western Wisconsin and South Dakota.

Speakers will include R. H. Warfel, sales manager of The Reuben H. Donnelley Corporation, Chicago; Walter E. Lamb, advertising manager, *Minneapolis Tribune*; H. A. Bellows, manager, radio station WCCO; C. C. Younggreen, former president, Advertising Federation of America; H. C. Hotaling, secretary, Ten Thousand Lakes Association, St. Paul; Mrs. Cleveland Norton, Mac Martin Advertising Agency, Inc., Minneapolis; R. W. Hitchcock, publisher, Hibbing *Tribune*; J. Adam Bede, Duluth; E. F. Flynn, director of public relations, Great Northern Railroad, St. Paul, and John H. DeWild, director of the business bureau and advertising manager of the G. Summers Company, St. Paul. W. H. McGenty, of Duluth, is district governor.

Milwaukee Industrial Group Plans "Open House" Meeting

The Milwaukee Association of Industrial Advertisers will hold a joint meeting on June 5 with the Chicago Engineering Advertisers at the Milwaukee Athletic Club. Open house will also be held at this meeting for other advertising groups of Milwaukee including the Milwaukee Advertising Club, the Women's Advertising Club of Milwaukee, the Milwaukee Typothetae and Western publishers and representatives. George H. Corey, president of the National Industrial Advertisers Association and advertising manager of the Cleveland Twist Drill Company, will be the principal speaker.

Heads Evansville, Ind., Bureau

William Schear, of the New York Bargain House, Evansville, Ind., has been elected president of the Evansville Better Business Bureau. Mose Strouse, of Strouse & Brothers, has been elected vice-president and N. E. Lefebvre, of the Andres department store, has been made secretary-treasurer.

Los Angeles Club to Hold Financial Advertising Exhibit

More than twenty-five Southern California financial institutions will display their advertising in Los Angeles during "Advertising Achievement Week," May 26 to 31, under the auspices of the Los Angeles Advertising Club. The exhibit will include complete campaigns conducted during the past year by investment banking houses, banks, trust companies, and building and loan organizations. Outstanding exhibits will be selected for display at the Spokane convention of the Pacific Advertising Clubs Association to be held June 22 to 25. Elwood J. Robinson, Jr., is chairman of the financial advertising division of the Los Angeles club in charge of arrangements for the exhibit at that city.

New York Art Directors Plan Booklet on Art Schools

As part of its educational work, the Art Directors Club of New York is sending out a questionnaire to its members for their opinions and experiences with art schools in order that the information may be incorporated in a booklet. This booklet the club intends to use in helping art students who come to the club for help in selecting art schools.

Members who have been appointed to the educational committee are: Nathaniel Pousette-Dart, chairman, A. P. Ascherl, Emil Bistran, D. M. Budd, Thurland Hanson, Peirce Johnson, R. L. Leonard, E. F. Molyneux, Harold McMenamin, George Switzer and George Welp.

Milwaukee Women's Club Re-Elects Helen Baldauf

Miss Helen Baldauf, of the Robert A. Johnston Company, Milwaukee, has been re-elected president of the Women's Advertising Club of Milwaukee. Miss Esther D. Weise has been re-elected treasurer. Other officers elected are: Miss Ruth Loeffler, vice-president; Miss Florence Mueller, secretary, and Miss Clara Kaentje, assistant secretary.

Red Wing Club Plans Good-Will Tours

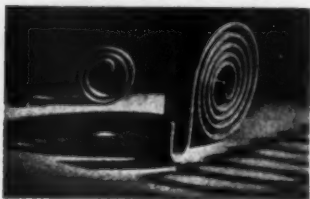
The Red Wing, Minn., Advertising Club is planning a number of good-will tours to neighboring cities during the summer. Members of the committee in charge of arrangements are Hjalmer Hjermsstad, E. C. Erb, Frank H. Rickson and Walter Kempe.

Heads Los Angeles Newspaper Representatives

Ralph W. Harker, of the Los Angeles office of O'Mara & Ormsbee, Inc., was recently elected chairman of the Los Angeles Newspaper Representatives.

The Little Schoolmaster's Classroom

IN the Schoolmaster's morning mail is a letter from Brown Joyce, vice-president of The Wallace Barnes Company, which has been making springs of innumerable variety for almost three-quarters of a century. He points out that



"some of these modernistic curves have been a basic part of the spring industry ever since a clock was invented." And he directs attention to a Barnes advertisement in which certain springs were illustrated to prove his point. "Of course the springs shown are not clock springs, but the scrolling is substantially the same."

* * *

Diversification in industry must be fully as old as modernistic springs. The current issue of "The Mainspring," published by the Barnes company, tells that Benjamin Huntsman, inventor of crucible steel, was a maker of clocks and roasting spits. That was in the first half of the eighteenth century.

But Mr. Huntsman, diversificationist and able inventor, was not an advertiser. "We understand," said a report of a firm of engineers in 1792, "that during the course of more than thirty years of time devoted to the manufacturing of it, he has so much neglected his own interest and credit, as never to give the public, thro' any general or circular medium, any account whatever of his Steel. . . ."

* * *

Believing, as most banks do, that "Just as the twig is bent the tree's inclined," the Union Trust Company of Cleveland maintains a spe-

cial Junior department for children's saving accounts. The bank does everything in its power to encourage the young financial "twig" properly to bend. And to prevent anything akin to a feeling of inferiority on the part of its youthful customers, the Junior division of the main branch of the Union Trust is equipped with a built-in platform in front of its two tellers' cages. Thus the embryo financier, making his deposits, finds himself, in altitude at least, upon equal terms with his teller. And, to the Schoolmaster, this touch seems to be one of the little drops of water of which the mighty ocean of good-will consists.

* * *

There is nothing which kills reader interest in sales bulletins or sales manuals more quickly than an impression, genuine or imaginary, that the fellow who is handing out advice does not know what he is talking about. On the other hand, most salesmen readily confess inability to write or, at least, a distaste for writing about their experiences.

This brings up a problem which sales managers and editors of house-organs must face. Those of the Class who are looking for a solution might find some help in the idea put into practice by E. L. Flentje, general manager of the Plumbing and Heating Industries Bureau, Chicago.

The Bureau recently turned its monthly publication into a sales manual. Each issue is devoted to a discussion on selling some particular type of equipment: In April it was radiator heating equipment and in May it is giving pointers on the selling of kitchen sinks. The man who writes these articles gets his information from successful contractors but, as far as he is concerned, this is only second-hand information. Equally important as these "success" stories is the need for treatment from a practical viewpoint.

This practical understanding is



This Dealer-Help Business

The retailer often cannot—and with good reason—put any advertising or selling effort back of your brand or commodity.

—He may do no local advertising.

—He may have no show windows or display space.

—He may advertise only more important products.

—The margin may not justify his advertising your line.

For scores of just and sufficient reasons, your sales may

depend entirely upon YOU.

But it is possible to make the dealer order oftener by furnishing dealer-helps that help HIM and YOU. Good "dealer helps" are really "mutual benefits."

Not one iota will he be aided unless he *will* use—or can use the material you furnish.

Nearly all dealers WILL and CAN use blotters. At no extra expense to him, they can be enclosed with outgoing letters, statements, mailings, packages.

No wonder canny advertisers, who give serious thought to dealer helps, consider blotters among the very, very important ones. Standard Paper Manufacturing Company, Richmond, Va.

Standard Blottings

Shriners Convention TORONTO, JUNE 10-12

U. S. manufacturers or their sales or advertising managers who plan to be in Toronto next month are invited to consult us on possibilities of marketing in Canada.

If you have Canadian distribution and would get the maximum value from your Canadian advertising by using an agency familiar with this field, what we can offer in service will interest you.

CLAUDE SANAGAN
Advertising Agency Ltd.

34 King Street, East
Toronto, Canada

C.D.N.A.—C.W.N.A.—
C.N.N.&P.A.

we recommend a seasoned advertising and sales promotion man

... with over 15 years experience in the development of successful advertising and merchandising plans for one of the countries largest National Advertisers.

... To some progressive manufacturer this man offers outstanding ability combined with a rich background of experience gained thru contact with the wholesale and retail Jewelry and Hardware, and department store trade.

... He seeks an opportunity where ability and loyalty will be given due consideration in the course of ultimate expansion. Location preferably New England. Salary \$8,000.00

Address S. P. C. Box 267
Printer's Ink

obtained by enforcing a requirement that the writer of the articles, himself, must spend two weeks selling the fixtures he is to write about before he hammers out his story. It is a good requirement, in your Schoolmaster's opinion, because it drives home to the writer a sense of proportion of difficulties against which salesmen must battle. It gives the writer a more certain chance to win the confidence of his salesmen readers by injecting a realistic flavor into his selling story.

* * *

This is an age of sophistication, the Schoolmaster is informed in a letter coming from a member of the Class, who gently chides one of the largest insurance companies for its apparent failure to recognize this fact. "A few days after I signed for my latest policy," the Class member writes, "I received a printed letter signed in facsimile by the president of the company. There was no effort, from the standpoint of appearance, to make it seem like a personal communication.

But the letter itself tried awfully hard to get down to an intimate basis.

"I am informed that you have again applied to this company for insurance," the letter begins. Now you know, Mr. Schoolmaster, that the president of that life insurance company was never informed of anything of the kind. I know it, and I venture to say that the majority of the thousands who get the letter also know it."

Perhaps. Perhaps you're right, Mr. Student. Perhaps the head of that life insurance company still doesn't know that you took out a policy with his company. In fact, he may never know it. On the other hand, there is more than a possibility—there is actually a likelihood—that in this particular case, the head of this insurance company was entirely truthful; he may actually be one of those modern-day executives who dig deeply way down into the innards of their businesses.

The Schoolmaster hopes so. For in this day and age, there are

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few things that fall flatter than a pseudo personal appeal.

Your mentor must confess that he took a secret delight in the recently announced news that Montgomery Ward and Sears, Roebuck had decided to eliminate prepayment of freight on merchandise shipped to customers. The policy was begun last summer by Sears and was later followed by Ward. In Ward's annual statement, George B. Everitt, president, said that the abnormal expense incurred in the new plan had been the prime factor in the drop in that company's 1929 earnings.

Now the plan is to be dropped by both companies and henceforth the Schoolmaster will have something substantial to fall back on for consolation whenever he commits a blunder. For both Sears and Ward have established a reputation in the merchandising world for the elaborate tests which they conduct before adopting a marketing departure of any kind. It is true that Ward was forced into this—Mr. Everitt made it plain that if Sears had not made prepayment of freight a policy, Ward would never have done so. However, that still leaves Sears and it does not entirely free Ward from the charge of having made a merchandising *faux pas*.

The Schoolmaster had almost got to the point where he believed that these two great mail-order houses could not possibly make mistakes of any moment. Now that he sees that, after all, neither are they infallible, he will not take it so much to heart the next time a bright student picks a flaw in a lecture.

In the current issue of "What Next?", a house magazine of the Dennison Manufacturing Company, there appears an interesting little chart. "A Remarkable Five Year Record of Advertising Returns," is the caption that introduces the chart. As for the chart itself:

1925123,771	inquiries
1926163,093	inquiries
1927236,158	inquiries
1928432,371	inquiries
1929549,753	inquiries

"This chart," says Dennison,

An opportunity for an experienced advertising salesman

A large business publisher in the merchandising field requires the services of an experienced and successful advertising salesman. He should have accurate knowledge of trade conditions and distribution methods and a record that proves his ability to visualize, plan and sell advertising. Give full experience, salary expected, etc., in first letter.

Address "G," Box 127
Printers' Ink

Window Displays in Small Quantities

Window displays in simple color schemes can be produced economically by the "Photooffset" process. Even in small quantities—from 100 up—the price is not prohibitive. This enables you to test the appeal of a new window display before ordering a large quantity, or to use a number of different window displays, each one adapted to the territory in which it will be shown. Send rough layout for estimate.

JOSHUA MEIER

"Photooffset" Reproduction Service

11 West 42nd Street New York

Printer will MERGE

A printer, financially strong, doing about \$120,000 annual business, has a plan for an unusual tie-up. Plan promises to increase profits tremendously and yet eliminate the usual objectionable features of a merger. Would like to discuss it with one or two other dependable printers. "C," Box 124, Printers' Ink.

PACIFIC COAST SALES REPRESENTATIVE AVAILABLE

to some Eastern firm seeking Pacific Coast distribution. Capable, experienced salesman and executive. Fifteen years' successful experience as office manager, salesman and branch manager for large national newspaper syndicate. Past four years on road selling automotive trade. Wide acquaintance and excellent references. Will accept any line where hard work and honest effort count.

Address "Y," Box 120, care of Printers' Ink 564 Market St., San Francisco, Calif.

A COPY WRITER

of more than ordinary ability

is anxious to get into an Eastern agency after a successful career in the Midwest. Trained in an agency with a reputation for producing fine work; the author of some outstanding trade paper campaigns, interesting radio talks, and consumer copy that brought in the results we planned for. May I show you samples? Address "A," Box 123, Printers' Ink.

"shows the cumulative influence of Dennison national advertising. Exactly 27 per cent more returns were received in 1929 than in 1928, and no additional space was used."

However, the record was not without its discouraging feature. It appears that to every one of the 549,753 inquiries in 1929, the company sent the information desired, either in the form of a free circular, a paid book, or a personal letter. "We went still further," Dennison says, "for we realized, with the interest thus aroused, the writer would want to buy Dennison goods. Each inquirer was sent a list of the names and addresses of Dennison dealers, so that she might locate the nearest source of supply."

"Then we had a shock! Twenty-four per cent of these women complained that they had difficulty in securing Dennison merchandise. Yet in most of the towns in which they lived, there was a Dennison dealer."

Which would seem to prove once again, that getting an inquiry is one thing, and turning that inquiry into an order, sad to relate, quite another thing.

Death of J. Gray Estey

Colonel J. Gray Estey, president of the Estey Organ Company, Brattleboro, Vt., died at that city recently. Colonel Estey became head of the organ concern in 1902 on the death of his father, Julius J. Estey.

Miss Anne Wiland, for several years with The Hospital Specialty Company, New York, has been appointed assistant to the advertising manager.

THEME SONGS

FOR RADIO ADVERTISING

Let Music Sell Your Sales
Individualize your advertiser's radio hour with copyrighted theme songs.

Unique—Unforgettable

Written for YOUR Product by
A SUCCESSFUL TEAM OF SONGWRITERS
Make The Millions Hear Your Message.
May we call on you? Address "D," Box 125
Care of Printers' Ink.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

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New York Bureau Issues Eighth Annual Report

The eighth annual report of the Better Business Bureau of New York has been issued by James C. Auchincloss, president of the Bureau. The report discloses a revival of efforts on the part of fraudulent stock promoters and outlines the course of successful counter activities by the Bureau and law-enforcement officers working in co-operation with organized business.

"Besides assisting the law enforcement officers," states the report, "the Bureau, serving at the nation's financial center, has joined in a vast co-operative work with the Better Business Bureaus in forty-seven other cities, and with other organizations, with legitimate firms and with publishers to reduce misleading and inaccurate advertising claims and unfair selling practices. Accordingly the level of accuracy in the sale of merchandise has gradually risen with resultant gains for both the ultimate consumer and for individual business."

St. Louis Club Elects Governors

Nine new members were elected to the board of governors of the Advertising Club of St. Louis recently. They are: Hale Nelson, Southwestern Bell Telephone Company; Hubert J. Echele, Warwick Typographers; Felix W. Coste, vice-president, D'Arcy Advertising Company; F. C. H. Stevens, Banner Sign System; George Leonard Shultz, artist; Louis Zimmerman, Woodward & Tiernan Printing Company; Joseph Maxwell, Beecher-Maxwell, Inc.; J. Leslie Mahl, Lynton T. Block & Company, and Al Rose, Skinner & Kennedy Stationery Company.

These men will take office in July to serve with seven members of the board of governors who will hold office for another year. The new officers of the club will be elected by the board of governors.

W. C. King Heads Salt Lake City Club

William C. King, sales manager of the Bird and Jex Company, outdoor advertising agency, has been elected president of the Salt Lake City Advertising Club, succeeding Victor H. Snow.

Philip G. Lasky, assistant manager of radio station KDYL, has been elected vice-president. Carl D. Brown, a member of the advertising department of the Salt Lake Tribune, is secretary and Amos B. Jenkins, treasurer.

Frank Carroll Heads Des Moines Club

The Des Moines Advertising Club at its annual meeting elected Frank Carroll as president. Harry Sixsmith was elected vice-president and T. J. Edmonds, secretary. Committee chairmen elected were: Harry Keller, publicity; Joseph Bricker, house; Al Ogden, membership, and L. M. Scott, vigilance.

A MATURE MERCHANDISER of proven worth for agency or manufacturer

Ten years' experience with a national advertiser—the leading house in a basic industry. He has been through every phase of their advertising and selling operation. As assistant sales manager, he has worked with most of the outstanding dealers from coast to coast on major problems—advertising, merchandising, personnel, finance. Large physically, of pleasing personality and exceptional poise, he gains a hearing and makes a favorable impression. Equally at home before an executive meeting or a large audience. Genial but thorough and exacting. Has earned living from youth, including the cost of a college education. Fitted by training and experience for agency consultant work on important accounts or for new business development. Very happily married, one child. Will go wherever there is opportunity.

Write "E," Box 125, Printers' Ink

Exceptional RADIO IDEA Available

An individual of proven, outstanding ability and high calibre, now successfully broadcasting, has available an exceptional radio idea.

It is entirely original, novel, and has a universal appeal. A large New York radio station thinks the idea is excellent and is very enthusiastic about its possibilities.

If you have a commercial radio program or, contemplate one and are interested in learning the details of this idea, full information may be obtained by making inquiry on your letterhead to "Z," Box 121, P. I.

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

ART WORK—Figure illustration, fine pen, wash and color, lettering, visuals and layouts. Reasonable rates. SEND FOR REPRODUCTIONS. Box 973, Printers' Ink.

TRADE JOURNAL WANTED

Experienced trade journal publisher is open to purchase growing publication; submit details in confidence. Box 987, Printers' Ink.

AM INTERESTED IN PRESENTLY UNPROFITABLE MAGAZINE WITH PROMISE OF GROWTH SUBSTANTIAL ENOUGH to deserve my financial and executive support. Full confidence accorded details sent. Box 986, P. I.

Highly Capable Young Editor with few thousand dollars to invest wishes to join publisher, agency or manufacturer's organization. At present editing successful class journal which represents milestone in record of achievement. Box 983, Printers' Ink.

PUBLISHER'S REPRESENTATIVE

Wanted for Chicago, Detroit, Southern States and Pacific Coast territories for forty-eight official club women's magazines, total circulation over one million. Box 979, Printers' Ink.

FOR SALE—Old-established Toilet Goods and Hair Dye business, selling through druggists and by mail direct to consumer in 48 states and ten foreign countries. Volume \$50,000 with 20% profits. Must sell on account of ill-health of owner. Address: Percy Graham, 25 W. Illinois St., Chicago, Ill.

WANTED—A PARTNER

Partner wanted with \$10,000 or over cash. By well-established business publication, now doing gross business of \$200,000 a year. Partner must be man qualified to take charge business and office management. Other qualities desired—integrity, congeniality, ability. Between 30 and 40 years of age. Write, giving complete experience. Box 982, Printers' Ink.

WANTED—PRINTING COMPANY to finance syndicate advertising plan to important industries. My past record proves that I built a syndicate business to \$800,000.00 a year with good profits. Sold my interests out several years ago and am now looking for Printing Company with capital and vision to develop a large syndicate business which will give evenness of production and greatly increase profits. Box 990, Printers' Ink.

EMPLOYMENT SERVICES

Muncy Placement Service

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All interviews by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.
280 Madison Ave., New York City
Caledonia 2611

HELP WANTED

WANTED advertising representative for western territory by publisher of business papers. Want man who is a producer and has the ability for creation of ideas and understands the use of data and trade information in selling. Box 980, Printers' Ink.

CONTACT EXECUTIVE (Advertising Art) in New York—An established studio in the South handling excellent class of work is ready for further expansion. Rendering superior creative service and unusual productive quality that will have attractions for agency and direct buyers. A man preferably who is well acquainted, having had experience in art contact in New York with knowledge of good leads to start. An opportunity. Substantial salary. Box 988, P. I.

WANTED—A SALES MANAGER

Preferably with a background of experience with food products. Our principal products are the Citrus Juices, Citrus Oils, Citric Acid, Pectin, etc.

An exceptional opportunity for anyone who wants to live in Southern California and start at a moderate salary until he has made good on the job. Please state age, married or single, full details of experience, and references, in first letter.

Personal Attention: E. T. Cassel
Products Department
California Fruit Growers Exchange
Ontario, California

ADVERTISING COPY WRITER

Houston, Texas, agency requires experienced copy writer who can handle assignments on diversified products and make rough layouts. The agency is small, but growing rapidly; is amply financed and enjoys an enviable reputation. We prefer young man with agency experience who would like to come to Houston—America's fastest-growing large city, where working and living conditions are above the average. The starting salary will not be enormous, but the opportunity is genuine and there is a copy chief's job in the offing. In replying, give chronological history of business experience and all details of interest. Also, please include photograph and samples of work, which will be promptly returned.

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Houston, Texas

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Opportunity—Wanted man accustomed to earn \$10,000 yearly, to sell a brand new imported wooden advertising window display medium. We are obtaining 60% orders on submitted samples from National Advertisers. No competition. Must have following with large concerns and advertising agencies. Preferably one who has sold Lithograph or Silk Screen Process displays. Commission basis. Box 981, P. I.

MISCELLANEOUS

OFFICE SPACE FOR RENT

Quiet, cheerful room in advertising agency. Excellent light. Mahogany furniture, service. \$25.00 per month. 366 Broadway, Room 1217, New York City.

Will Share use of large furnished skylight studio. Residential privilege if desired. DeVos, 13 West 29th St., N. Y. C. Bogardus 6457.

POSITIONS WANTED

GOOD BUY FOR PROGRESSIVE manufacturer. Advertising manager 4 years; Agency 8; salesman 16 states. American. Christian. Thirty-four. Name best offer. Box 995, Printers' Ink.

FIELD WORK wanted by woman writer. Wide acquaintance and full experience on market surveys. Investigations for manufacturers or service for technical accounts. Box 989, Printers' Ink, Chicago Office.

PRODUCTION MAN

35—formerly with foremost export advertising agency—5 years' production experience. Agreeable terms can be arranged at interview. Box 975, P. I.

Visualizer, Art Director—crisp ideas, sophisticated layouts; unusually good man; New Yorker; go anywhere. Box 994, Printers' Ink.

STENOGRAPHER—young lady, with 5½ years' experience with printing concern. Salary can be arranged at interview. Box 976, P. I.

Executive with pharmaceutical-medical education, and 15 years' international advertising agency, publicity and merchandising experience; will consider an opportunity with dependable organization. Address Mr. Seel, 1858 Nostrand Ave., Brooklyn, N. Y.

House-Organ Editor and Copy Writer Successful background sales promotion. Proven ability to produce results through interest-creating ideas. Experienced direct mail, layout, typography, make-up, buying printing and engraving. Box 991, P. I.

EDITORIAL LAYOUT AND MAKE-UP Two years' practical experience in layout, make-up, copy editing, heads, captions and rewrite. Can supervise or produce a magazine from start to finish, including copy for it. Box 993, Printers' Ink.

Buyer of Printed Matter and Advertising—A concern whose advertising appropriation is large enough can secure the services of an exceptionally well posted man as buyer. This man knows photographic reproduction, art work, engraving, printing and lithography so intimately that he can lay work out so that it can be produced economically and attractively. Box 972, P. I.

ADVERTISING DUMMY MAKE-UP

Eight years' experience in Adv. Production and Make-up. 28 years old, high-school graduate, Christian. At present employed with largest trade daily in its field. Available immediately. Will consider out-of-town. Box 985, P. I.

ADVERTISING DIRECTOR—Business Mgr. with notable success record organization operation national, local advertising departments second newspaper, age 42, Protestant, married, soon available permanent connection publisher East or Middle West account reorganization his present metropolitan paper management. Box 996, P. I.

IF IT'S SALES HELP YOU NEED

Seasoned sales and advertising manager. Direct-mail specialist including 7 years merchandising consultant, advertising creator with printers. Unquestionable past record. Wants to connect with live industrial firm or advertising service. Any location. Box 970, Printers' Ink.

Production Manager—A man who is master of every branch of the graphic arts would connect with a large agency as buyer of everything which enters into direct advertising. He not only knows the mechanics of the industry, but is thoroughly familiar with values, and can lay work out so that it can be bought right. Box 971, Printers' Ink.

BOOKKEEPER

Several years' experience with well known firm of certified public accountants, also five years in charge of Accounting Department of Large Advertising Agency, desires position with high-grade Advertising Agency where competency will insure permanency. Religion, Protestant. Age 32. Nationality, American. Box 978, P. I.

SECRETARY—EXECUTIVE ABILITY

Young woman, recently manager of sales office, also has been secretary to president and secretary to sales and credit manager with well-known cement companies; has handled salesmen, clerical force, correspondence and all office detail; proficient in stenography and typewriting. Box 974, Printers' Ink.

ARTIST

LAYOUTS—ART DIRECTOR

Are you interested in an Artist who has assimilated the advertiser's point of view as well as the artistic, who can create layouts, do finishes, knows photography, understands type? Agency experience—Executive ability? Married—age 37—salary \$6,500. Box 992, Printers' Ink.

ASSISTANT

EXPERIENCE:
PRODUCTION
LAYOUT—IDEAS
MAGAZINE MAKE-UP.
AGE 29. BOX 977, P. I.

AVAILABLE

SALES PROMOTION MAN

College graduate, age 28, versatile writer of clear convincing copy that gets results. Direct mail specialist, experienced planning and layout; buying of printing, art work and engravings. Two years New York and 2½ years present position large internationally known New England manufacturer. Gentle. Best references. Interviews, New York, June 3-12. Box 984, P. I.

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"BALANCE

is an indispensable quality in sales plans. Every close observer frequently notes marketing efforts that failed because some essential factor was neglected Remind yourself every day that a successful advertising and selling campaign requires *team-work* by manufacturer, distributors, salesmen, dealers, people behind counters, show window displays, advertising that keeps "hitting" and buyers who keep buying Never gauge the time you put on a piece of copy by the commission. Never get the idea that anyone here is too big to do "trade paper" copy, for example—and to do it over seven times, if necessary, to make that link strong "

— quoted from
this agency's
confidential
manual of
written stand-
ard practices



Carroll Dean Murphy, Inc.

Advertising

CHICAGO

31st Floor
Pure Oil Bldg.
35 East
Wacker Drive



**FOOD, clothing,
furniture and radio
sets go into the home.
The Chicago Daily
Tribune has more
home-delivered circu-
lation than all other
Chicago newspapers
combined.**

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, April, 1930:

1,116,031 Sunday, 846,108 Daily

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